

Exposition Section

ANNUAL

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FORTY SEVENTH

EDITION

SAN DIEGO UNION

SAN DIEGO

WORLD'S FAIR CITY

1915

1916



LOOKING THROUGH ONE OF ARCHES IN CALIFORNIA BUILDING TOWER



NOTED MANUFACTURERS
WIN MERIT AWARDS AT
SAN DIEGO EXPOSITION

By G. A. DAVIDSON,
President Panama-California International Exposition.

At that time brave promises were made. They have been kept. It was said that the Exposition would remain open for an entire year. For 365 days the Exposition Beautiful has been the scene of festivity, hospitality and sightseeing. The world has poured through the gates of our city and wondered at the chaste beauty of our Exposition. Distinguished visitors from every part of the world have praised our project and have returned to their homes with a clearer idea of the vast West and with a deep sense of the daring and indomitable spirit of San Diego. During the year 1915 San Diego, only a few years ago one of the least known cities of the United States, played host to the world, and enacted the difficult role with a grace and generosity thought possible only by national capitals.

We are on the threshold of a new year, and San Diego's Exposition, enlarged by a wonderful collection of exhibits from the great world's Exposition at San Francisco, is entering the second year of its existence. It was marvelled that an attempt would be made to keep the Exposition open for an entire year. The miracle has been achieved and a greater one is now under way—the miracle of holding a world's Fair for two years. And well may the world marvel that San Diego is able to maintain at a high state of excellence, with daily programs of pleasure, music, instruction and architectural delight, an Exposition of such magnitude for 730 consecutive days.

For 365 days longer San Diego must play host to the world. A grave and heavy responsibility has been laid upon this municipality. Millions of strangers will come to our gates. They will be critical as well as curious. Our part of host must be played with even greater generosity than in the past. The eyes of the world are focused on the Sun City, and the honor, not only of the great state of California, but of the great West is placed in our keeping. May God help us to enact this delicate role with unselfish dignity.

On behalf of San Diego, its city and county, and on behalf of this commonwealth, it is my duty and pleasure as president of the Exposition to extend a warm welcome to the world to visit this favored land of peace and prosperity, and to thank the noble men and women in all walks of life for the support that has made the San Diego Exposition a success.

Ubiquitous Exposition President
Amazes Tourists by Speedy
Changes and Calm Demeanor

The Woman's Board of the Panama-California Exposition was appointed as a committee by the president of the board of directors to represent the women of the city and county of San Diego, and to care for Exposition field especially feminine. Appointed as twelve members, it was reduced to thirteen by the death of one of the members. Accepted by the directors' wives, who accepted the invitation to become working members, and, ex-officio, by the wives of the mayors, during 1916, Mrs. Charles F. O'Neill and Mrs. Edwin M. Capps, The World's largest fair over 1915, has centered in three places: the

The furnishing of the first, the reception room, is the work of Miss Alice Klauber and her committee, and from the ardent fact questioners, the room is a model of coziness, from every state in the Union, has evidently furnished to many men and women ideas for their own drawing rooms. The room has several rooms, in large and small corners of the country. It is maintained by a house committee, headed by Mrs. Jarvis Jay Cooke, whose daughter has the room. The room is filled with flowers and fruits typical of the

prodigality of California, and shrubs from the tropics, and the flowers of the sands of the desert—as the much-noticed Crucifixion thorn—as from the peaks of nearby mountains. The garden is filled with vegetables—toward San Diego county's abundance; strings of picturesque white-petaled flowers, and a little girl, who is hailed as "those giant baby tangerine." The room has been hospitable to the Exposition, and the Exposition in the county, and the hostess committee from the Woman's Board, Mrs. A. E. Frost and Mrs. J. H. Frost, have been enriched by hundreds of gracious women who for the past 65 years have been chatted with by the hands of guests of the Exposition who daily pass through the women's room.

Here, here that the cordial home-

President G. A. Davidson personally during the year would have racked completely the nerves of any man less evenly tempered and placed him in a rest cure sanitarium indefinitely.

Imperturbable in temperament, polished in manner, quietly, if not slowly spoken, those who knew him well understood where he showed the speed that enabled him to appear so calmly sedate in the proper garb of the hour and occasion without seeming to have disappeared at any interval from the round of events.

One could see President Davidson at 10 o'clock receiving some of the guests and in his own formal morning dress in his reception room in the California building and see him a few hours later taking the governor to luncheon on the grounds, but wandering over to the delightful Pepper grove, one would see him there as if by magic making the guests at some society picnic at home flatter themselves to be in the presence of the president of the open-air organ pavilion and he would be seen at the delivery of an address of welcome to some visiting organization in the proper formal dress. Hungry, one could wander to a certain swell cafe on the grounds and there he would see the president again presiding at some dinner or luncheon and then, attending some elaborate ball, see him bowing in evening dress.

How was it done? Nobody knew. Perhaps, however, there was a presto-change dressing room with a handy valet somewhere near his office. Anyway, being an Exposition president keeps one busier than work, and there was no pay for President Davidson, either.

tality of California has been manifested to many distinguished guests from every world-wide center of civilization, commerce, labor; men and women high in every conceivable and diverse walk of international life. These teas, simple in their appointments, were under the direct responsibility of Mrs. George McKenzie and her committee; and while tea was served to the nucleus of participants, was under the direct inclusion every guest in the room—and that number in an afternoon has reached a thousand! Such welcome, in its spirit and action, goes far beyond the mere social hour. Each visitor, the well known phrase, "famous California hospitality."

The music for varied afternoons in the Persimmon Red Room has been furnished by the following:

The Exposition, appeared and met by the Woman's Board in the children's day nursery. Financed by the Woman's Board, Mrs. E. M. Beebe the equipment of the little brown cottage was entirely provided by donations, from cribs to toys and necessities, contributed by Mrs. Julius Wangeheim, Mrs. Arthur Marston, Mrs. E. Thelen and Mrs. Frank Von Tesmar. Untiring in their efforts to provide for the babies, the nurse, the doctor and the mother, the nursery was started. What exacting work it has been, and what it has meant to the devoted and resourceful children's committee, has been recompensed by the relief to many a suffering mother, and the comfort of the little ones.

and many loyal San Diego musicians, organists, on the same floor as the Pioneers' room and the lovely chapel of St. Francis, is the silence room, its conception and equipment entirely due to Mrs. Iver N. Lawson, the Woman's Board, and itself the especial protégée of the president, Mrs. Iver N. Lawson. Furnished in the most comfortable manner, she presided over from 9 to 5:30 by a graduate nurse, not a day has gone by when its cots, beds and chairs were not crowded with weary, with much sighing and sometimes only a footpath or cup of hot tea, some of the required, and of the four thousand or more cared for, it has been to the amazement of all who have had occasion to visit it. Perhaps among women guests, no impression of the Exposition's courtesy and completeness was a better one than that of the silence room. It later need, unprovided for by

Efficiency and dispatch, on the side of the jury of awards, and satisfaction on the part of the competitors, marked the important work of judging the exhibits and awards. The jurors at the Panama-California Exposition. Believing that this work could be carried to an efficient end by a limited number of men well versed in values of display, the Exposition decided that the jury should be composed of men by reason of great numbers. The personnel of the jury was drawn from the ranks of the leading educators in the West, and the jury was organized in a most efficient way. There were three subdivisions of the jury—one each for agriculture, food products and manufactured and mechanical products. The personnel of the jury will be mentioned in full later, from which they came, fol-

Agriculture; Dr. E. P. Humbert, State College of New Mexico; Dean S. C. Dinsmore, University of Nevada; and Professor H. J. Webber, University of California.

Food products: Professor John S. Dinsmore, University of New Mexico; Professor S. C. Dinsmore, University of Nevada; and Professor Edmond S. Dinsmore, University of California.

Manufactured and mechanical products: Professor R. W. Goddard, State College of New Mexico; Dean S. C. Dinsmore, University of Nevada; and Professor Benedict Fredrick Raber, University of California.

On August 1, 1934, the committee began its inspection of displays immediately. It continued in session until August 11, on which date the committee adjourned. The committee submitted its final report regarding the exhibition to the Board of Exhibitors. In the judging of exhibits, the committee was particularly attentive to details, and a willingness to adjust any differences of opinion before the Board of Exhibitors. It also marked their deliberations. In the

The jury used a decimal scale in judging the merits of exhibits, 100 representing perfect.

Following are the maximum credits awarded to the individual points of the exhibits:

(25) Skill and ingenuity displayed in the invention, its construction and application. The combination of the two is essential. I. e., the invention is comprehensive and to what extent it is representative or exhaustive of its opportunities.

(10) Length of time exhibitor has been in business as an indication of stability.

(5) Manner in which it has been used and is maintained.

(10) Educational value of the exhibit in showing to what extent

the exhibit, in its installation and operation, is educational to the public in reference to the article being exhibited. The record marked the following from 80 to 89, inclusive, were given a bronze medal award, those ranging from 70 to 79, inclusive, a silver medal award and those ranging from 100, inclusive, a gold medal award.

Following is a complete list of the awards made to Exposition exhibitors by the jury:

Adams-Henry Co., Sun Baking Powder, Extracts, Spices and Coffees.
A. B. Stove Co., Gas Ranges, gold.
Aetna Life Insurance Co., Accident Insurance, gold.
All American Milk Co., Milk, gold.
Aikman & Tuttle, California Olives and Olives, gold.
All Total Evaporated Milk Co., All Total Evaporated Milk, gold.
American Can Co., American Advertising, gold.
American Can Co., American Mon-

American Crayon Co., American
Crayons, gold.
American Playground Device Co.,
Playground Equipment, gold.
American Sterilizer Co., Sterilizing
and Disinfecting Apparatus, gold.
Bishop & Co., Crackers and Cakes,
Chocolate Confections, Rough House
Chocolates, Candy, Jellies and Jam,
Ice Cream, Chocolate and Cocoa, Chi-
Chocolate, California-Orange, Califor-
nia Apricot, gold.
Bishop & Co., Calabar Candy Figs,
gold.
Berry, H. L., Perfumery and Toilet
Articles, gold.
Bailey & B. Co., Auto Accessories,
no award.
Baker, Walter & Co., Ltd., Exhibi-
gold.
Baker, Walter & Co., Ltd., Chocola-
tes, gold.

and Cocoa Preparations.
Flower Pots and Art Green Ware
gold.
Beardsley Electric Co., Beardsley
Electric Cars, gold.
Gould Storage Battery Co., Storage
Batteries, gold.
Honk Mfg. Co., The, Wire Wheel
Tires, gold.
Laidlow Co., Inc., The, Laces and
Trimming Materials, gold.
Bergman, E., Pearl Novelties, gold.
Coffey, J. J., Coffee and Coffee
Fairy Cup Instant Soluble Coffee and
Tea, gold.
Burroughs Adding Machine Co., Adding
Machines, grand.
Bush, John S., Rookwood Pottery,
gold.
Barrett & Barrett, Presses and Ap-
pliances, gold.

Bruckman, F. A., Cone Manufacturing Co.,
106
Bruckman, F. A., Real Cake Cone Co.,
gold.
Corona Typewriter Co., Corona
Typewriter, gold.
Crescent Safety Locker Co., Cor-
nel Cheeking Cabinets, gold.
California Fruit Canners' Assoc.,
formaldehyde Candy, gold.
California Fruit Canners' Assoc.,
California Polytechnic School, Ed-
ucational Apparatus, gold.
Fruit Canners' Assoc., Cor., Artifi-
cial Arms, gold.
Channell Chemical Co., O'Cedar Po-
lish, Mergal, gold.
Channell Chemical Co., O'Cedar
Polish, gold.
Chicago Flexible Shaft Co., Shear-
Shearing Machinery, Horse Clipping
Machine, Cable Engine, and Com-
bination Vise Axial, Drill, Sizing
Wheel and Pulley, gold.
Chicago Wm. and Nephew, Con-
crete Power Shear Lift, gold.
Chicago Wm. and Nephew Co., Black
Cat Hosiery Co., gold.
Clements Mfg. Co., Electric Vacuum
Cleaner, gold.
Clements Mfg. Co., Oil Mops and
Polish, gold.
Cleveland, W. L. Co., Machinery
Display, gold.
Clawson Clutch Co., Morgan Hosiery
Co., gold.

Gallon Iron Works & Mfg. Co., The
Galton Road Graders, gold.
Kellar Thompson Co., Kellar Thompson & Co.,
Kellar Thompson & Co., grand.
Troy Wagon Works Co., The, Troy
Jax Pump Wagon, grand.
Jax Pump Wagon, grand.
Wonder Concrete Mixer, gold.
Waterloo Gas Engine Co., Waterloo
loo Boy Portable Wood Sawing Out-
fit, gold.
Waterloo Gas Engine Co., Portable
Gas Engines, silver.
Waterloo Gas Engine Co., Water-
loo Boy Milling Machine, gold.
Waterloo Gas Engine Co., Waterloo
Boy, silver.
Western Utilities Co., Utility Equip-
ment Lighting Plant, gold.
Waterloo Gas Engine Co., Water-
loo Boy Internal Combustion Engine,
gold.
Luman Lamp Co., Air-O-Light
Lamps, gold.
Colonial Dances Beautifier Co.,
Colonial Dances, Massage Cream,
Rouge, silver.
Conard & Jones, Canna Lilles, gold.
Conard & Jones, Canna Lilles, gold.

Art. gold.
Clayes, Margaret, Desk Sets, gold.
Dahne, Dr. Eugenio, Collective Ex-
hibits, Products, gold.
Diaz, Dr. Government of State
Parana, Mate Tea, gold.
Eber, A. C. Paula, Coffee, gold.
Grand, The, The Ministerium of Agricul-
ture, Industry and Commerce, Rub-
ber, gold.
Hawes, Chancelain, O. W., Coffee, Pot
gold.
Herrera, Jorge y Cia, Cocoa Beans
Ground Cocoa and Chocolate, Tapi-
oca, Spigheets and Coffee, gold.
Herrera y Cia, Coffee Roast-
er, gold.
Hoffmann, A. L. A. Borges, Brazilian
Plug Tobacco and Cigarettes, silver.
Hoffmann, A. L. A. Borges, Cabi-
Woods from Brazil, silver.
Imeson y Cia, Oliveira, Guarana Nut
and Manufacturing Co., Liquor
and Manufacturing Co., Liquor
and Manufacturing Co., Trans-
mission, gold.
Imeson y Cia, Manufacturing Co., Tractor
gold.
Marlin & Orendoff, C. P. & O.
Power Lift Pump, gold.

Escudido Vineyard & Winery Co.
California Wines, gold.
Valverde Motor Co., Detachable
Rox Post and Canoe Motor, gold.
Genesee Pure Food Co., The, Jel-
lied and Ice Cream, gold.
Genesee Pure Food Co., The, Gen-
eral exhibit, gold.
Genesee Pure Food Co., The, Raisins
and Olive Oil, gold.
Globe Grain & Milling Co., B.
Green and Milling Co., Bread
Globe At, Raisin, Vienna, gold.
Globe Grain & Milling Co., General
Cereals, gold.
Globe Grain & Milling Co., Cooking
School, gold.
Globe Grain & Milling Co., Glor-
At Cereals, gold.

Holt Manufacturing Co., Caterpillar Tractor, grand.
Hills Bros. Co., The, Dromedary Tapioca, gold.
Hills Bros. Co., The, Dromedary Datenum Butter, gold.
Hills Bros. Co., The, Dromedary Dates, gold.
Hills Bros. Co., The, Dromedary Cocoa, gold.
Hilton, Wm., (Silk Goods), Handkerchiefs, Ties, Ribbons, gold.
Hot Point Electric Co., Electric Heating Specialties, grand.
International Harvester Company of America, Farm Tractors and Implements, grand.

Kansas Commission to the Panama
California Exposition, Cereals, Grains,
Oats and Seeds, gold.
Kelllogg Toasted Corn Flake Co.,
Cereal Flour, Wheat Flakes, toast-
Wheat Biscuits, Krumbles, gold.
Kelllogg Toasted Corn Flake Co.,
Kelllogg Toasted Corn Flake Co.,
Kelllogg Toasted Wheat Flakes, gold.
Kelllogg Toasted Wheat Blauit,
Kelllogg Toasted Corn Flake Co.,
Kelllogg Krumbles, gold.
Kelllogg Toasted Corn Flake Co.,
Kelllogg Exhibit, gold.
Kelllogg Toasted Corn Flake Co.,
Breakfast Cereals, brand,
Johnson Automatic Sealer
Johnson Vastatic Wrapping Machine,
gold.
Golden Barbers Supply Co., Chi-
cago Chair's, gold.
Golden Barbers Supply Co., Ladies'
Toilet Cleaning Chairs, gold.
Kromer Color Printing Ink, Water-
Colors and India Ink, gold.
Lafayette Agent International
Mercantile Marine

models of Steamships, gold.
LeRoy, H. Synthetic Oil Perfum
and Sachet Powder, gold.
Linton, Thos. J., Tea, Coffee, Co.
cop. Jolly Tablets, gold.
Linton, Thos. J., Tea, grand.
Luttweller Pumping Engine Co.
Non-Pulsating Pump, gold.
Luttweller Pumping Engine Co.
Non-Pulsating Triplex Pump, gold.
Living Devices Co., Lungma
ton, gold.
Lunkenheimer Co., The Engineer
ing Appliances, gold.
Lunkenheimer Co., The Valves
Lymann-Mills Onyx, & Marble Co.
Onyx Novelties, gold.
Lyon, California Fisheries Co., Sea
Pearl Brand Tuna, Smoked Albicore
gold.
Metropolitan, Lics.

Industrial Welfare, grand.
Mills Novelty Co. Violano-Virtu-
oso, gold.
Morgant Motor Truck Co. Motor
Trucks, gold.
M. K. Fisheries Co. Dried Abalone
Meat Abalone Shell, Shell Jewels
and Jewelry, gold.
National Pure Water Co. Pure
Drinking Water, gold.
National Cash Register Co. Na-
tional Cash Registers, gold.
National Cash Register Co. Ticks-
et Vendors, gold.
National Cash Register Co. Elec-
trical Credit Machines, gold.
National Cash Register Co. Indus-
trial Cash Registers, gold.
National Cash Register Co. Gen-
eral Exhibit, gold.

Olsen, La. Mexican Work, Iron
Oygraph Co., Oygraph Proje
Oregon City Woolen Mills, Woole
Gosbe, gold.
Oregon City Woolen Mills, Woole
Art Craft Blankets and Rubs, Nava
Oregon City Woolen Mills, Auto
modern, gold.
Oregon City Woolen Mills, gold, plat
and Lancer Woolen Blankets, gold
Klanc, gold.
Nava, Short and Working, black
Klanc, gold, gold.
Osborn, Clyde H., Osborn Electric
quartz, gold.
Old Hickory Chair Co., Old Hick
ory Rustic Furniture Co., gold.
Fuente Rancho Packing Co., Cane
Goods, gold.
Fuente Rancho Packing Co., Port
and Beans, gold.
Fuente Rancho Packing Co., Toma
toes, gold.
Fuente Rancho Packing Co., Spu
gold.
Fuente Rancho Packing Co., Chu
on Carne, gold.
Fuente Rancho Packing Co., Pick
led Walnuts, gold.
Fuente Rancho Packing Co., Calk
fort, gold.
Pioneer Paper Co., Ready Running
gold.
Pitkin, Geo. P., Photographs,

Root, A. I. Co., Beekeeping Supplies
and Honey, grand.
Robbins & Myers Co., The, Electric
Fans, Motors and Dynamos, grand.
Reed, Roland W., Photographic Art
Studios, gold.

Sensenbrenner, A. & Sons, Cabril-
and Santa Fe Cigars, grand.
Sensenbrenner, A. & Sons, Hom-
Industry and Embellish Cigars, grand.
Standard Oil Co., Household Lubr-
cant, grand.
Standard Oil Co., Arctic Oil
Grades, grand.
Standard Oil Co., Calif Fuel Oil
gold.
Standard Oil Co., Calif Asphaltum
gold.
Standard Oil Co., Eureka Harne-
Oil, gold.
Standard Oil Co., Calif Liquid Gas
grand.
Standard Oil Co., Petro Elastic C-
ment, gold.
Standard Oil Co., Pearl Oil, grand.
Standard Oil Co., Palm Brand Oil
gold.
Standard Oil Co., Red Crown Oil

the grain.
Standard Oil Co., road oils, gold.
Standard Oil Co., Zoroline O
grain.
Standard Oil Co., Standard Fl
Dressing, gold.
Standard Oil Co., Zoroline Tra
mission Lubricant, grain.
Standard Oil Co., Zoroline Graas
-
Standard Oil Co., Castl Liquid B
Standard Oil Co., Castl Brand L
bricating Oil, gold.
Standard Oil Co., Aroturps, gold.
Standard Oil Co., Mica Alk
Oils, gold.
Standard Oil Co., General Exhi
Petroleum and Products, gran
Hester, gold.
Hester Flour Co., Drifted Sas
Flour, gold.
Hester Flour Co., Drifted Sas
Flour, gold.
Sperry Flour Co., Encore Panca
Flour, gold.
Flour, Entirewheat Flour, Pe
Stock Feed, gold.
Safe Cabinet Co., Safe Cabin
gold.
Savage Tire Co., Rubber Auto

Pires, G.
Shaw-Walker Co., Sectional De
Improved Office Systems, Filing S
vices, gold.

Shaw-Walker Co., Sectional De
Improved Office Systems, Filing S
vices, gold.

Shaw-Walker Co., Ideal Index, go
Shaw-Walker Co., Expandex, go
Shaw-Walker Co., Card Recipe O
fit, gold.

Implex Photo Products Co., Ala
Photo Plates, gold.

Smith, H. T., Pan-American Cello
Cleaner, gold.

Starr Piano Co., Starr Perform
Music Rolls, gold.

Starr Piano Co., Starr grand
Starr Piano Co., Pianos and Play
Starr Piano Co., Phonograph, gra
Stollwerck Bros., Gold Brand C
co.

Stollwerck Bros., Gold Brand P
atum chocolate, gold.

Stollwerck Bros., General Pa

gold.
Sutherland Fruit Co., Souve
Boxes Oranges, gold.
Sweet, C. A. & Co., Metal Spinn
gold.
Sweet, C. A. & Co., Animal K
Ups, gold.
Scanlan-Morris Co., Huesell F
nigre, gold.
Sears & Co., The, Central Off
Equipment, gold.
Seagrave Co., The, Standard F
Alarm Boxes, gold.
Seagrave Co., The, Fire Stat
Fire Alarm Apparatus, gold.
Seagrave Co., The, Auxiliary F
Alarm System, gold.
Salt Lake Route Union Pacific
formation Bureau and Best B

gold.

Talbott-Whitmore Co., Wind
Shades and Window Shade Clo-
gold.

Tammen, H. H. Co., Natural Fish
Beads, silver.

Taylor-Harold A., Landscape P-
gold.

Towle Maple Products Co., Tow-
Lok Cabin Syrup, silver.

Universal Brotherhood and The-
sophical Society, Work of Art I-
partment of School of Antiqui-
ties, Exhibition of Antiquities
the Aryan Theosophical Pres-
Photographs and Photo-Engraving
Photo and Engraving Busi-
nessment at the International The-
sophical Headquarters, Point Loma, Cal-
ifornia, United States.

White's Ponciana and Pepsin Cui-
Chewing Gums, gold.

Wright's Navy, U. S. Navy Ex-
hibit, gold.

V-Ray Co., The, V-Ray Spark Pen-
gold.

West Coast Gas Engine Co.,
Engine Holst, gold.
Washington, G. Coffee Sales Co.
Ranch, Coffee and Tea, gold.
Wagner, M. G. Co., Cast Alumin
Cooking Utensils, grand.
Wells Fargo & Co., Express Offi
gold.
Weir Slave Co., Heating Stov
Rangers, Heaters, Furnaces, gold.
Wheeler, Geo. E., Model Kitchen a
Laundry, gold.
Yuba Tractor Co., Yuba Tract
honorable mention.

KYOSAN-KAI

Ando, Jubel; Ando, Jofu, Cloison
Ware, gold.
Buij, Z. Shoten, Dinner Car
bronze.

Burnett, Gold, The, Bronze, Incent.
 Evergreen Nursery, Evergreen
 Plant, Garden Ornament, Gold Fl.
 Puma, K. & Co., Cloth Screen, sil-
 ver.
 Fullita, J., Bronze Vase, silver.
 Giumi, H., Awaji Vase, silver.
 Inamura, S., Lacquer Jewel Box,
 silver.
 Ishijima, K., Silk Fan, bronze.
 Iwata, T. & Co., Cabinet, gold.
 Kato, K., Bronze Ornament, sil-
 ver.
 Kanamori, H., Bronze Jar with
 lid, Wood, silver.
 Kanaya, M., Lacquer Bowl, silver.
 Ch. Chabure, Bronze
 Katō, T., Porcelain Vase, gold.
 Kinkozan, S., Awata Vase, gold.
 Kyoto Tokiki Goshi Kaisha, sil-
 ver.

Matsukawa, A., Dolls and Toys
Orin, S., Lighting, R., Panama Hat, silver
Melll, The Bamboo Baskets, silver
Kimoto, Kokichi, Culture Pearl
gold
Miyakawa, K., Porcelain Vase, silver
Shiota, Etsu, China-ware, silver
Nagamatsu, S., Bronze Figurine, silver
Inada Work, silver
Oda, J., Carved Ivory Carving, gold
Oda, J., Porcelain Cup and Saucer
silver
Oda, J., Wooden Stand, silver
Ohio Co., Silk Embroidered Kimono, silver
Shinozaki, Y., Carved Furniture, silver
Suzumi, S., Water Color, gold
Suzuki, K., Antiquary Ware, bronze
Shibata, N., Rice Cakes, gold
Tateo, Akawa Co., Lamp Stand, bronze
Fengler, R., Silk Embroidered Pillow, silver
Uno, J., Porcelain Vase, silver
Uno, J., Porcelain Vase, bronze
Shono, Y., Shoji, Teatime Tray
Watanabe, S., Japanese Tea Garden, gold
Watanabe, H., Kutani Porcelain Vase, silver
Watanabe, S., Silk Embroidered Waist
Pattern, silver
Tsubida, T., Bamboo Basket, bronze

(Continued on Page 7)

States, Counties of West Add Splendor to San Diego Exposition

Northern Valley Displays State's Size

Products From Sacramento's Fertile Lands Amaze Eastern Tourists; Territory Including Mountains and Valleys, Tells State's Story.

EXTENDING across the entire north end of the Plaza de Panama stands the Sacramento Valley and Mountain Counties building, pronounced by architects and artists to be one of the most beautiful buildings on the grounds, occupying, as its beauty justly deserves, the most prominent location within the gates of the Exposition.

Within this building is housed an exhibition of the wonderfully diversified products of the Sacramento valley and its tributary mountain counties. The interior of the building is as unique and artistic as the exterior. An installation of the products of this great valley presents a pleasing contrast to other beautiful installations to be found in the various buildings.

Mineral Resources Shown

Along the broad aisles has been artistically arranged the wonderfully diversified agricultural, mineral and forest resources of this empire in the northern section of California. Beautiful transparencies show the Sacramento river, which flows from the base of Mt. Shasta in Siskiyou county to the bay of San Francisco. On the east bank of this river, ninety miles from San Francisco, stands Sacramento, the capital city of California.

In the Sacramento Valley building will be found the most complete mineral exhibit at the Exposition. Prominent, of course, is gold, the output of which from this section of California has maintained the state in the position of the leading gold-producing state in the Union since 1848, when Marshall took out the first nugget on the south bank of the American river in El Dorado county, forty-two miles east of the city of Sacramento. Included in this mineral exhibit is every mineral found in California, with the single exception of mineral oil. The grand

prize was awarded this mineral exhibit by the Panama-California Exposition jury of awards.

The lumber exhibit, while not large, is interesting, showing the soft wood timber industry, comprising sugar pine, white pine, yellow pine, spruce, fir and cedar. One clear sugar pine plank measures 54 inches in width.

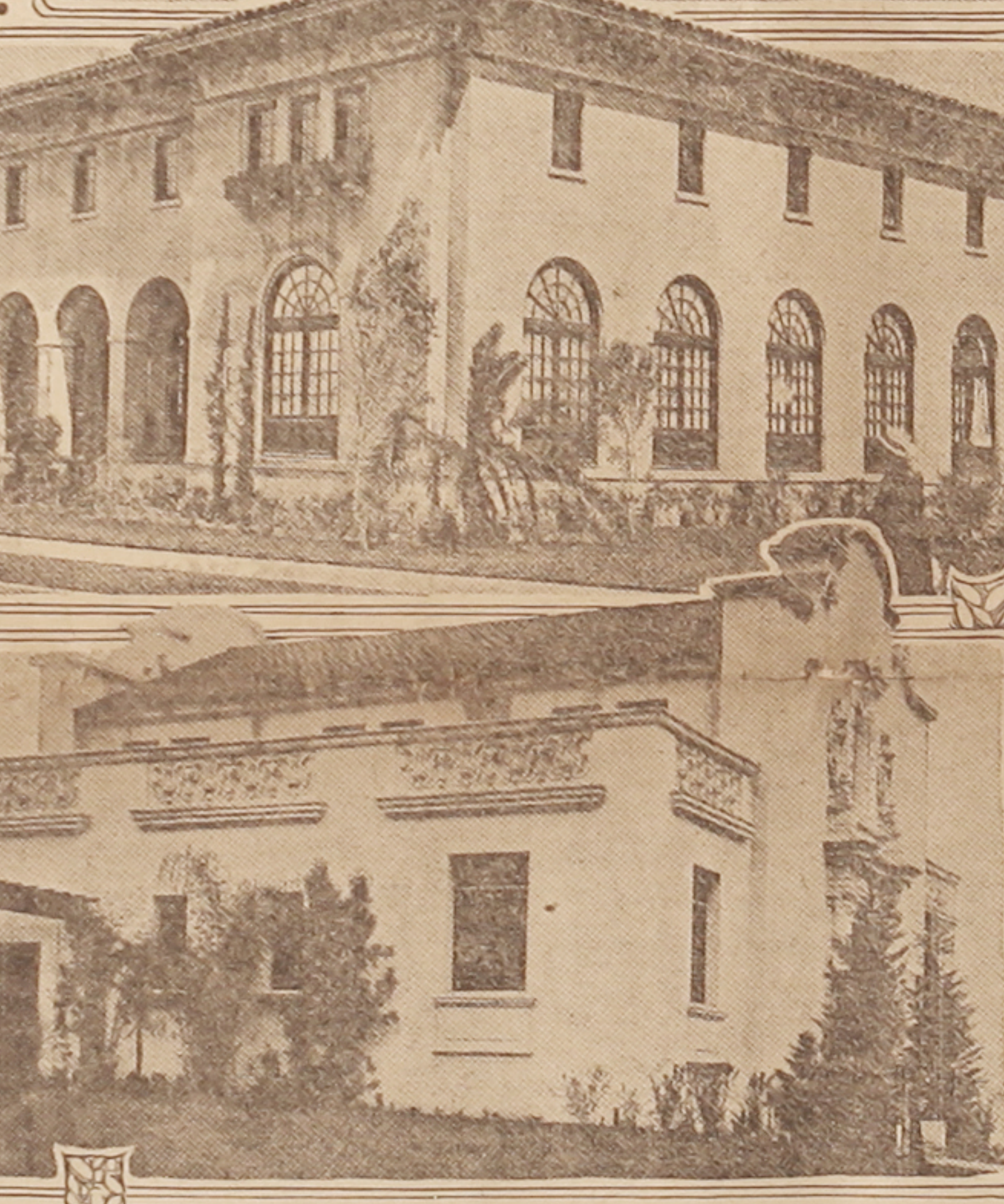
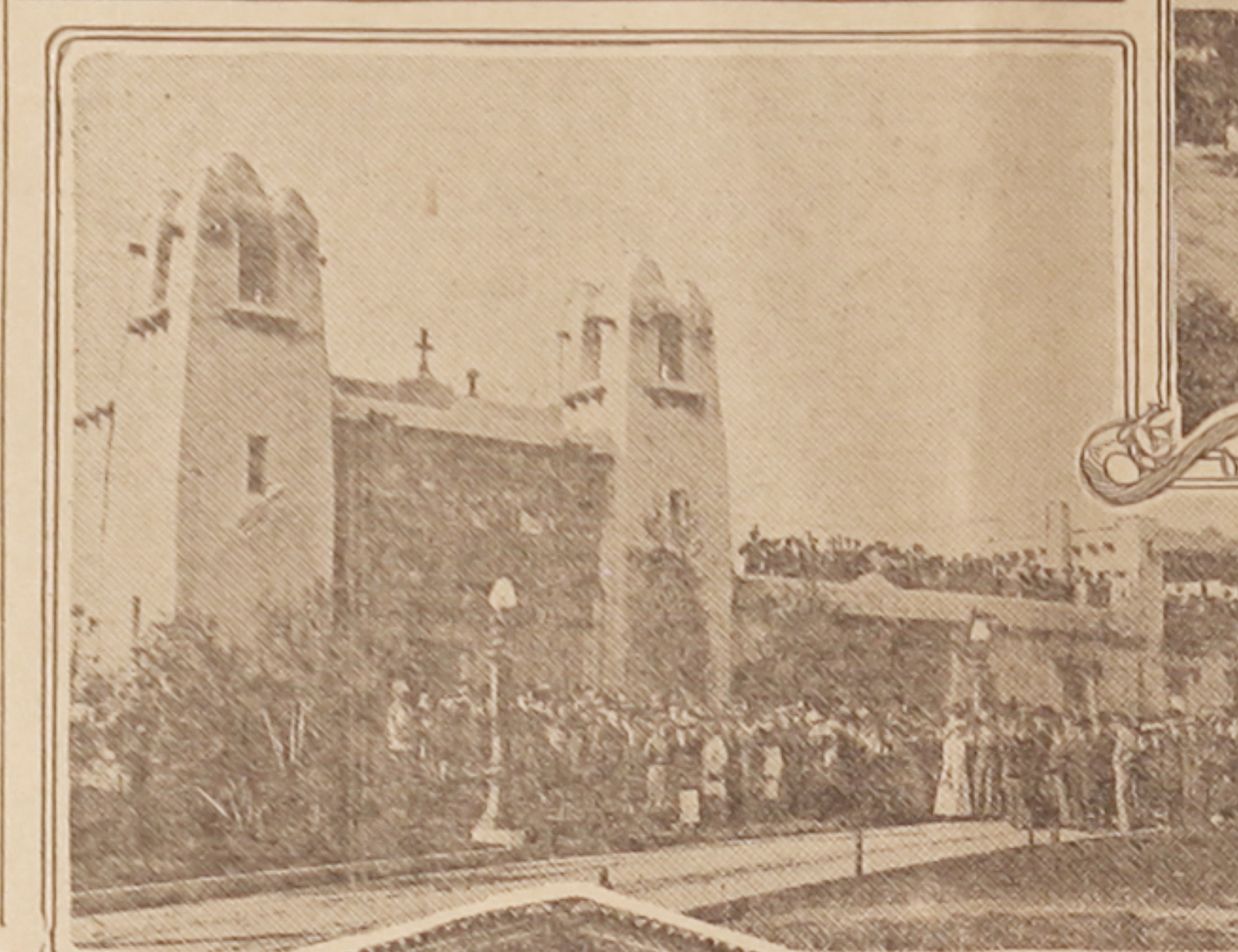
There is installed in this building an exhibit of every agricultural product grown in California, with the single exception of cotton. There is no agricultural product grown in California that does not grow commercially profitably in the Sacramento Valley and its tributary mountain counties. All agricultural conditions, soil, water and climate are typically Californian. These conditions are as near ideal as can be found in any part of the state.

Representative Board

The Sacramento Valley building and its exhibit was created and has been maintained by a board of Exposition commissioners composed of the following representatives from each of the ten counties exhibiting at San Diego: Emmett Phillips, president, Sacramento county; Charles F. Wyre, commissioner, Solano county; E. L. Sisson, commissioner, Tehama county; Thos. G. Patten, commissioner,

El Dorado county; D. A. Shelloe, commissioner, Glenn county; H. J. Dunsmuir, commissioner, Yuba county; C. F. Pryor, commissioner, Colusa county; John A. Logan, commissioner, Shasta county; L. C. Flournoy, commissioner, Plumas county; A. Fersva, commissioner, Placer county. The building and exhibit has been under the management of C. H. Dunsmuir, of Sacramento, with a staff of assistants consisting of A. B. Parker, S. J. Lane, C. E. Robinson, Glenn county; E. G. Atwood, El Dorado county; Clarence Smith, Sacramento county; Eval. L. Gwin, Sacramento, and

Miss Gertrude Hutchins, Colusa county. To the Panama-California Exposition directors and the citizens of San Diego, Mr. Dunsmuir desires publicly, through the columns of the San Diego Union, to extend the sincere thanks of the Sacramento Valley Exposition Commission and his own, for the earnest manner in which the Exposition directors have operated with them and the genuine courtesy extended to them at all times, not only by the directors, but by the citizens of San Diego and of Southern California.

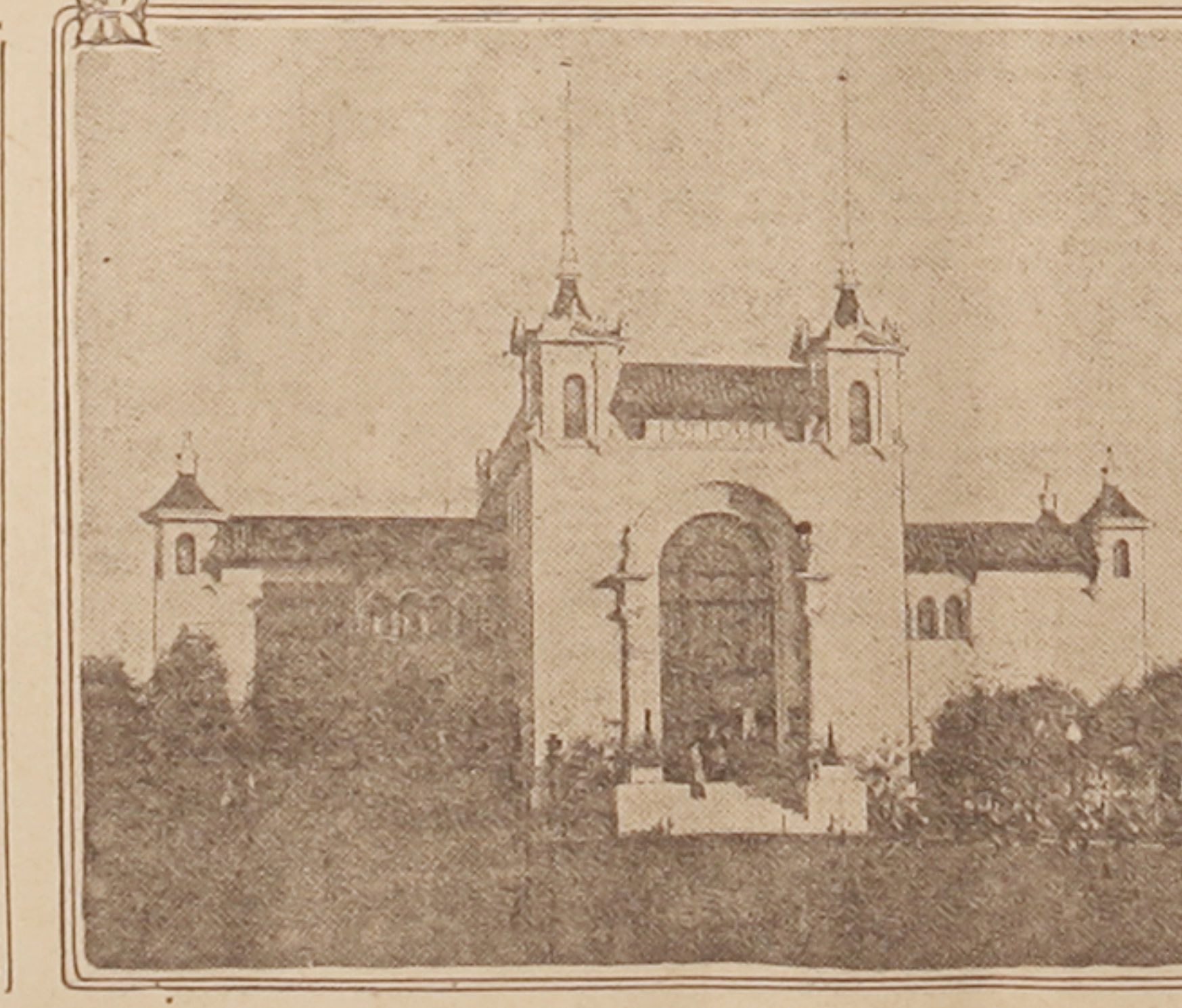


RICE LANDS YIELD ABUNDANT CROPS

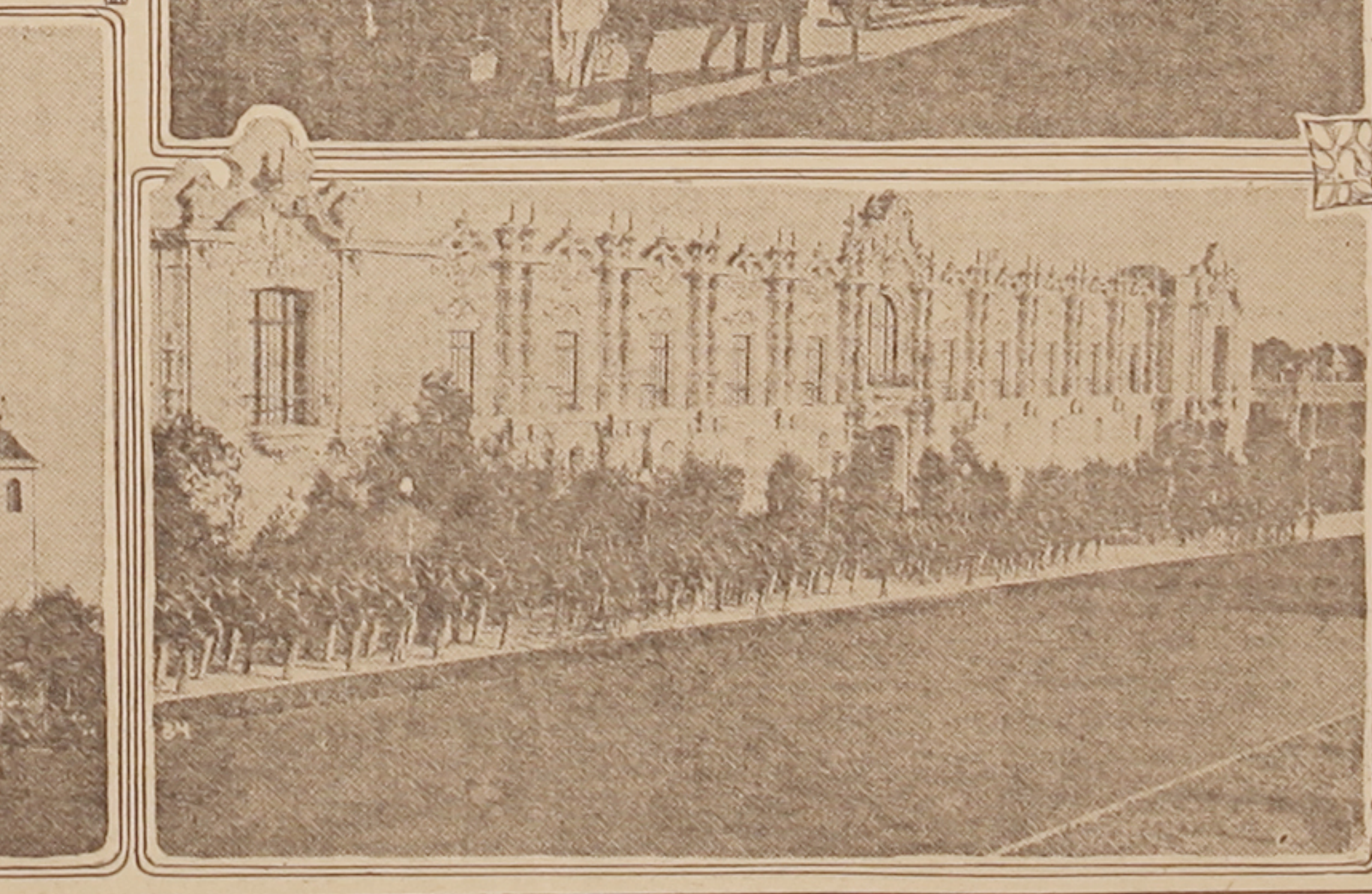
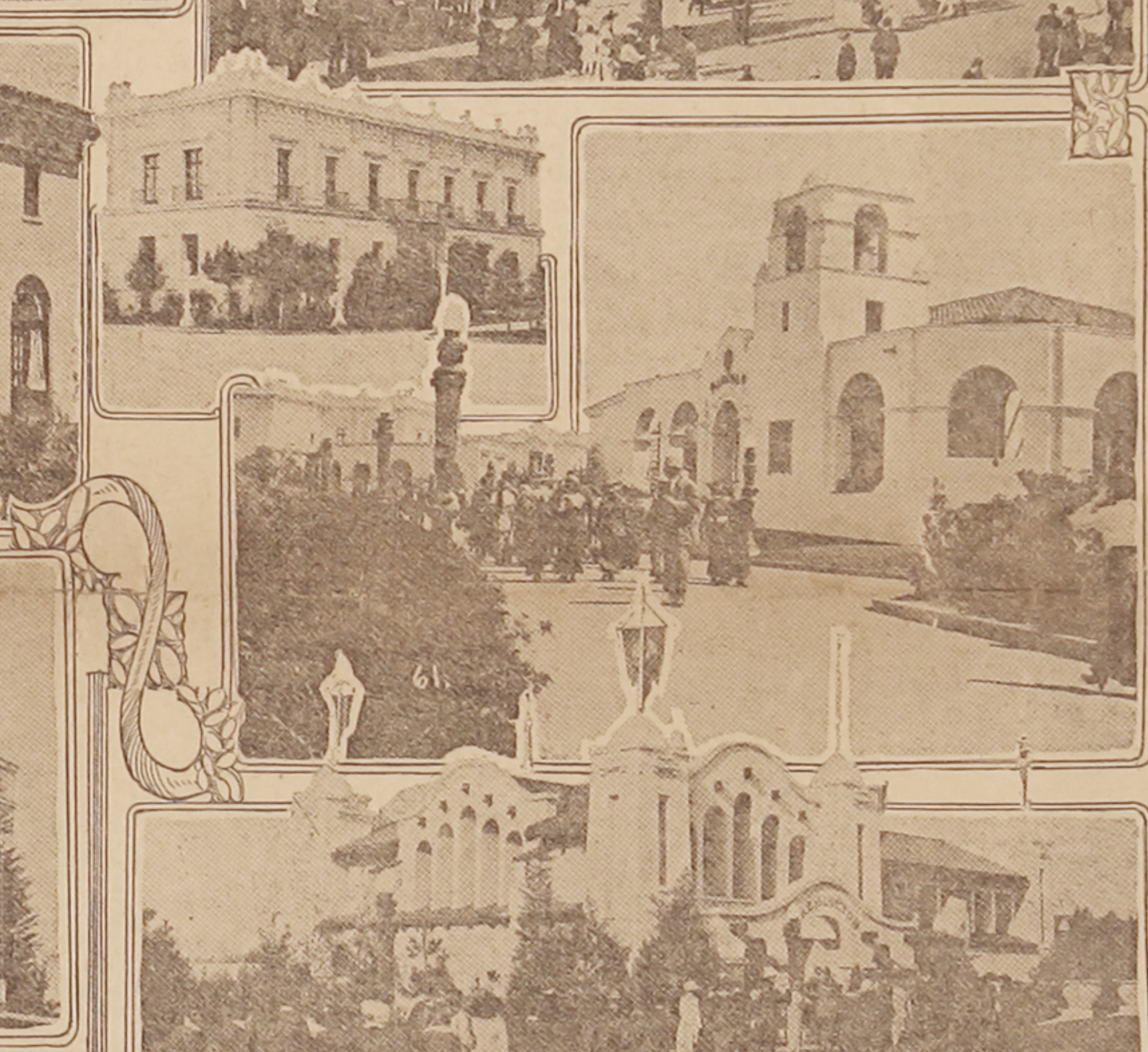
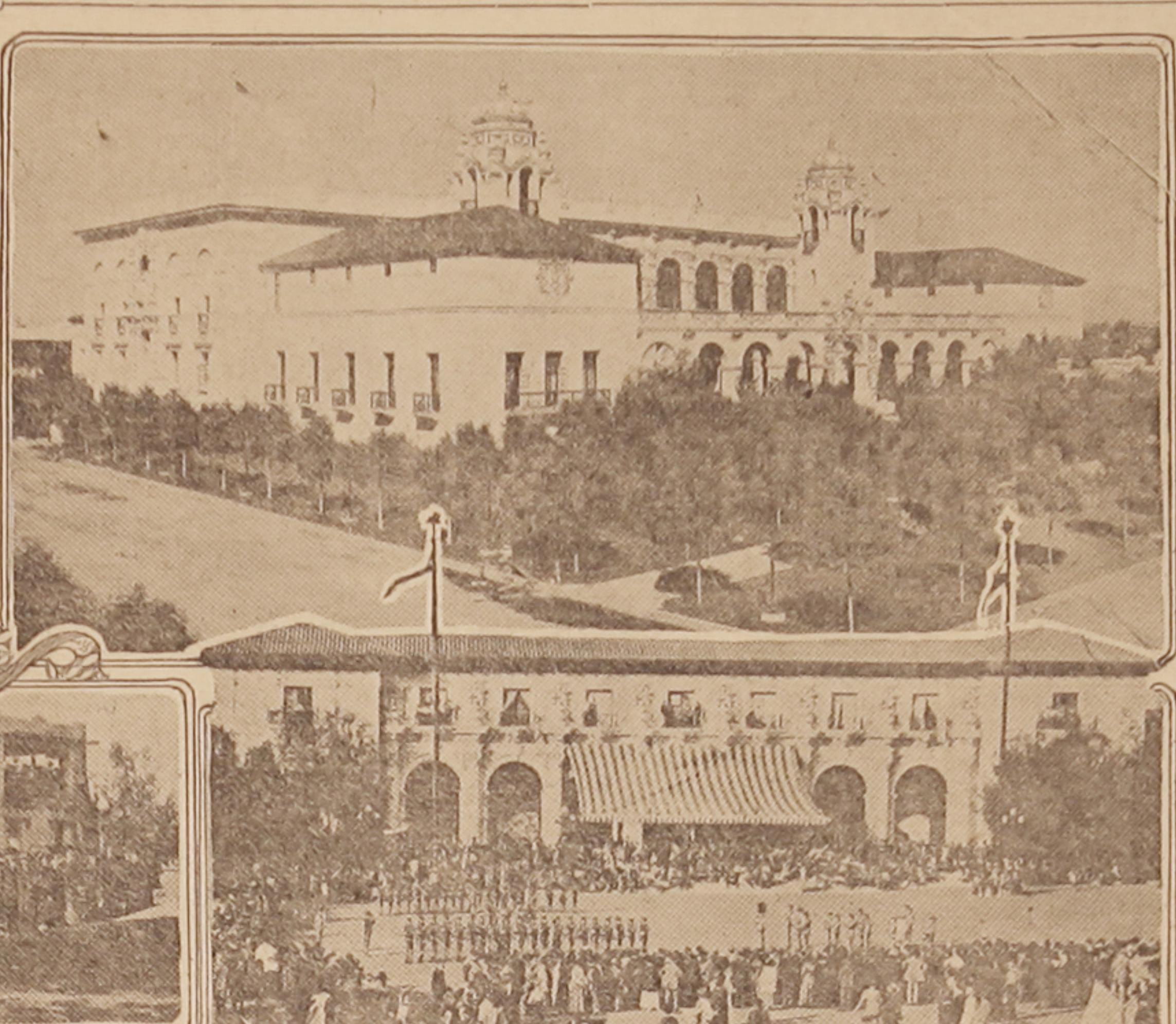
ONE of the most interesting exhibits in the Sacramento Valley building, and one that means much to the future, not only of the valley, but of the state of California, is the splendid rice exhibit installed in this building. Rice is one of the leading cereals in the world. There are probably more people live on rice than on any other cereal grown. We consume in the United States annually about 100,000,000 bushels, and of that amount 80,000 bushels are imported annually into the United States. About 25,000,000 bushels are raised in the southern states.

In 1909 the secretary of agriculture became convinced that rice should be grown in California. He knew we had the soil and climate. The only unknown quantity was water, and as the most abundantly watered section of California is the Sacramento valley, he established an experimental rice growing station at Biggs, in Butte county. These ex-

periments on 700 varieties of rice, finally settling on some half dozen varieties as being adapted to our soil and climate. In 1911 the first field of 150 acres was planted. It yielded a crop of about 80 bushels to the acre. In 1914 we harvested 15,000 acres of rice, yielding about 1,000,000 bushels. This year we have just harvested 30,000 acres of rice, yielding over 2,000,000 bushels. There are about 800,000 acres of rice land in the Sacramento valley, and an abundance of water available for every acre. The average yield of this most important crop is about 80 bushels to the acre in California, so that when the entire 800,000 acres shall be in rice, as it will be within the next ten years, the output in the Sacramento valley of this basic cereal will be in the neighborhood of 25,000,000 bushels—more than is produced in the entire rice area of the Southern states. The quality is not excelled in any section of the world where rice is produced.



General View Showing County and State Buildings in Order Named From Top: Southern Counties, Sacramento Valley, New Mexico, Kansas, Kern and Tulare, Nevada, Washington, Montana, San Joaquin, Utah.



MONTANA EXHIBIT BOOSTS STATE'S RESOURCES

Sixteen Awards Captured at Panama-California Exposition

FINE MINERAL DISPLAY

Paintings of Natural Scenery and Crops Decorate Building

By I. A. PYLE.

The Montana State building and exhibit at the Panama-California Exposition was made possible by the generosity of ex-Senator W. A. Clark, of Butte, Montana, who donated the building. The exhibit was furnished by the state.

The Montana building has one of the best locations on the Exposition grounds, being built on the highest knoll, from which there is a beautiful view of the "Harbor of the Sun" and the Balboa park. The building is one of the largest state buildings, and built along lines different from the rest of the Exposition buildings.

The interior of the building shows the most artistic work of grains ever seen at any world's fair. There are beautiful panels of oats, barley, clover, alfalfa and a wonderful frieze made of a fringe of oats, braided straw, wheat, will grasses and flax.

A large reception room contains beautiful old-fashioned open place with a rustic mantel made of boulders. The pretty baby grand Starr piano is made of weathered oak to match the rest of the room. Papers are received from all cities and towns in Montana and kept on file for persons visiting the building. The walls are hung with paintings of the Glacier National park and pictures of some of the finest mountain scenery in the world, furnished by the Great Northern Railway Company. There is also a smoking room for gentlemen and a rest room for ladies.

A display of large sugar beets shows Montana's sugar best raised from seed grown in Montana. Up until the European war America has been getting its sugar best seed from Germany. The exhibit includes a display of the potatoes that made Montana and the Northern Pacific Railway famous, "the route of the big baked potato." Some of them weigh as much as eight pounds, solid and as fine flavor as small ones.

Montana spent the least of any state on its exhibit, and received almost three times as many awards as any of the other states—sixteen awards in all. Montana was awarded grand prize for agriculture exhibit and gold medals for wheat, oats, barley, peas, flax, grasses, rye, alfalfa, clover, flour, brick, park exhibit, state building and graphite.

The management of the building in boosting the state has had the advantage of Montana's wonderful 1915 crop. This year's winter wheat is going as high as seventy-eight bushels to the acre with an average yield of 115 bushels to the acre, a total crop of 40,000,000 bushels; a heavy yield of oats of an extra quality and bumper crop of 140 bushels to the acre, a total crop of 10,000,000 bushels. The state as a whole is in the most prosperous condition it has ever been in its history. Copper and zinc mines and smelters are running overtime. Butte, a city of 70,000 population, has a monthly pay roll of \$5,000,000. Railroad construction work is starting up and settling a flocking in from all parts of the United States.

The state with its wonderful natural resources still undeveloped needs people and capital, and expects great results from its exhibit at the Panama-California Exposition.

SALT LAKE EXHIBIT HOME-LIKE CENTER

Attractive Building of Railway Company Delights Thousands of Fair Visitors.

Known as the home of hospitality, the beautiful building erected and maintained by the Utah Railway Company at the Salt Lake Route and Union Pacific system, was the center of continuous social activity during the year 1915.

As testifying to the popularity of the building, the Exposition jury of awards awarded the building a gold medal and designated it as a unique structure at the Exposition. The building itself is as novel as its location and contains a magnificent exhibit room illuminated with photographs and photographic transparencies illustrating the scenic and development features along the Salt Lake Route, the Union Pacific and the Oregon Short Line. At one end of this exhibit hall is a gigantic bird's eye map in oils, showing the Salt Lake Route and its tributary country, while the other end of the room is occupied by a comparison map of Yellowstone Park as reached by the Union Pacific system.

NEW MEXICO RETURNS RICH FROM DISPLAY AT SAN DIEGO EXPOSITION

By WALDO C. TWICHELL, Assistant Manager, New Mexico Building.

It was a task of magnitude to be executed under peculiar difficulties that was entrusted to the New Mexico Board of Exposition Managers, appointed by Governor William C. McDonald, under legislative direction, and composed of the following: Colonel R. E. Twichell, of Santa Fe; Dr. J. J. Shuler, of Raton; Sam T. Clark, of Deming; Guy A. Reed, of Carlsbad; secretary and treasurer, Guy A. Reed, publicity secretary, and Dr. Fayette A. Jones, president of the New Mexico School of Mines, mining commissioner. The legislature had voted an appropriation of \$30,000 which was not entirely available until the taxes payable in 1914 and 1915 had been collected. A business organization had to be created and a staff selected which would carry out the plans of the commission. The legislature designated that a suitable building be

erected in San Diego and exhibits provided for and placed in time for the opening of the Exposition on New Year's Day, 1915, eleven months before the last taxes had been collected out of which the last balance of the \$30,000 appropriated was to be paid.

New Type Building

The New Mexico Board of Exposition Managers at the very outset of its undertaking asked for the submission of designs and specifications for the building in the typical New Mexican architecture as exemplified in the mission church and public buildings of the Franciscans and the Spanish conquerors of 800 years ago. The plans submitted by Architect L. H. Rapp, of Santa Fe, were accepted. There were some misgivings as to the commission being able to meet the cost of so noble an edifice, but through very able financing it became possible to erect it for a sum far below what had been deemed possible.

The New Mexico building at the Panama-California Exposition has been called an inspiration. True it is, that among the magnificent structures at the Exposition beautiful Placita or court.

Unique Picture Hall. In the church is located the main auditorium, which has been pointed out as a unique motion picture theatre. It has been furnished in Mission style following very closely the original building at Acoma. The walls are high and plain; upon the walls are hung a number of very old altar paintings taken from the New

Mexico missions. The roof is supported by "vigas" or rafters held in place by curiously formed and carved wooden capitals. This auditorium will seat 600 people. Here are shown over 20,000 feet of motion picture film and 3000 stereoscopic slides used with the lectures covering every resource of New Mexico.

In the ground floor portion of the corner are located the historical and archaeological exhibits of New Mexico. Wonderful models show the prehistoric Indian villages and the old landmarks of the famous "Santa Fe trail." The walls are covered with photographs of the Franciscan missions, which were built a hundred and fifty years before the California churches, pictures of the pioneers of New Mexico and a complete photographic collection of all the governors of New Mexico dating from 1846 to the present time. Other rooms are devoted to reception and rest rooms for the women.

Government Exhibits

On the second floor is located the exhibit of the United States government showing the work of the federal service, not only in New Mexico but in the entire Southwest.

The present Exposition year is over and in an advertising venture such as this the question arises: does it pay? New Mexico's exhibit represents a total expenditure of \$55,000, but never before has the "Sunshine State" been so successfully and so thoroughly advertised as she has been last year at San Diego. New Mexico people are more than satisfied with the investment and are now making plans to continue the display on a larger and more elaborate scale throughout the coming year.

Money Profitably Spent

The management of the building has kept a close and accurate record of the work done the past twelve months and they found that by the end of December approximately a half million people had visited the building during the year, or in other words it has cost New Mexico just eleven cents for each person that has set foot inside the door of the state exhibit. During the twelve months past we have been visited by approximately thirty-two per cent of the paid attendance at the Exposition. The pass gate was not taken into consideration, as that is generally the employees. The pass gate is the

tourists. Our register contains over 75,000 names which are available for future use. A special register contains the names of nearly 3800 residents of New Mexico who have visited San Diego this past year. To the reader 3800 people does not seem like a great number, but when we say that this number means one out of every 125 people residing in New Mexico came to California and to San Diego this year, the full significance is felt.

Give Many Lectures

Our lectures and motion picture programs have been most successful. We have given on an average of twelve shows a day with an average attendance of fourteen persons per show. We have distributed over 80,000 pieces of literature on New Mexico, one item being 25,000 copies of the free souvenir book of over 300 pages on "New Mexico—The Land of Opportunity," which cost the state almost thirty cents for each copy.

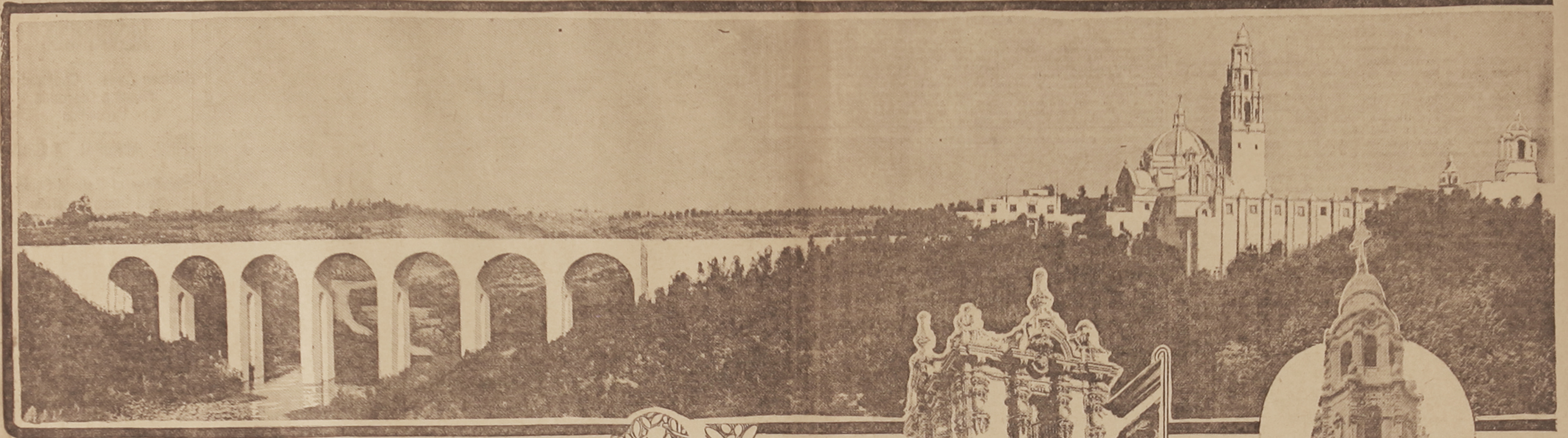
state as at present and a great portion of them can be traced directly to the New Mexico building at the San Diego Exposition.

We have been treated royally by the press of San Diego and the country at large. The value of the publicity received is far in excess of the entire sum expended by the state on the display at the Exposition. New Mexico has been most hospitably treated by San Diegans and the state of New Mexico appreciates it and in the years to come may San Diego be benefited by her most wonderful Exposition and the completion of the new railroad to her Eastern territory, which means much to New Mexico, as it offers to us the shortest and best route to tide water for our coal, copper, iron, lumber, wool and cattle.

So far as is known not a single arrest was made in the Exposition grounds during the year. This was due in a large measure to the stringent police methods that had been provided. Word went forth that the Fair grounds would be an uncomfortable place for the criminal class. They took the hint and gave the grounds a wide berth.

SAN DIEGO'S DREAM CITY SPARKLES LIKE A

Matchless Architectural Exposition In Midst of Semi-tropical Grandeur Invites World Tourists Second Year;



Panorama View of Exposition



The Plaza de Panama from an overhanging balcony

Exposition Beautiful Triumphantly Closes First Successful Year

San Diego Pluck Praised; World Tourists Marvel at Spanish Dream City; Many Conventions Entertained; Liberty Bell Patriotic Attraction; Children Take Prominent Part; Financial Success Assured.

By LEWIS H. FALK.

Director of Publicity, Panama-California Exposition.

ATTENDED by practically 2,000,000 visitors from all quarters of the world, the Panama-California Exposition at San Diego has just rounded out twelve months of operation which will be set down in exposition annals as a distinctive achievement in the world of big endeavor. Like a thoroughbred which has made every post a winning one, the Exposition has made each month of its operation since its opening January 1, 1915, return snug financial gain. Thus, such forecasts that have been made in the past that expositions at their best can be operated only a short time successfully have been contradicted. The prophets did not figure with golden climate, wealth of resources or immeasurable pluck and determination.

Three hundred and sixty-five days have elapsed since San Diego gave birth to its dream of years, and now, secure in success, this city of big ideas points with pride to its accomplishment, for the Exposition stands as a monument to its daring, business acumen and liberality. It is not a task of small proportions for a city of San Diego's size to build and operate an exposition which should win unstinted praise from world travelers.

Exposition Attendance

Is Cosmopolitan

With Europe's doors closed to tourists on account of the war, the Exposition drew a heavy attendance in its opening month last January, satisfied its patrons and they went back to their homes imbued with the idea that the sons of the West had built on a high mesa overlooking San Diego an Exposition beautiful far different from any in history and so different in detail from the one at San Francisco that the two could not be considered rivals. Through an average attendance which, while not up to expectations, was sufficient to yield a profit, the Exposition was operated in January, February and March. The tourist rates look effect in March and soon an

appreciable increase in visitors was noticed. Then came May, the last of the spring months, and attendance totaled 175,513. June gave approximately the same figure, while the vacation months of July and August contributed heavy patronage. July going down as a banner month with 301,937. Throughout the late summer and fall the decline in attendance has been the natural result of the slight decrease in Western travel, but with the advent of cold weather in the East, travel to the Exposition again increased. According to estimates of Exposition officials, attendance in November was approximately 125,000, while December's was over the 100,000 mark. The Exposition has been cosmopolitan in its attendance as well as



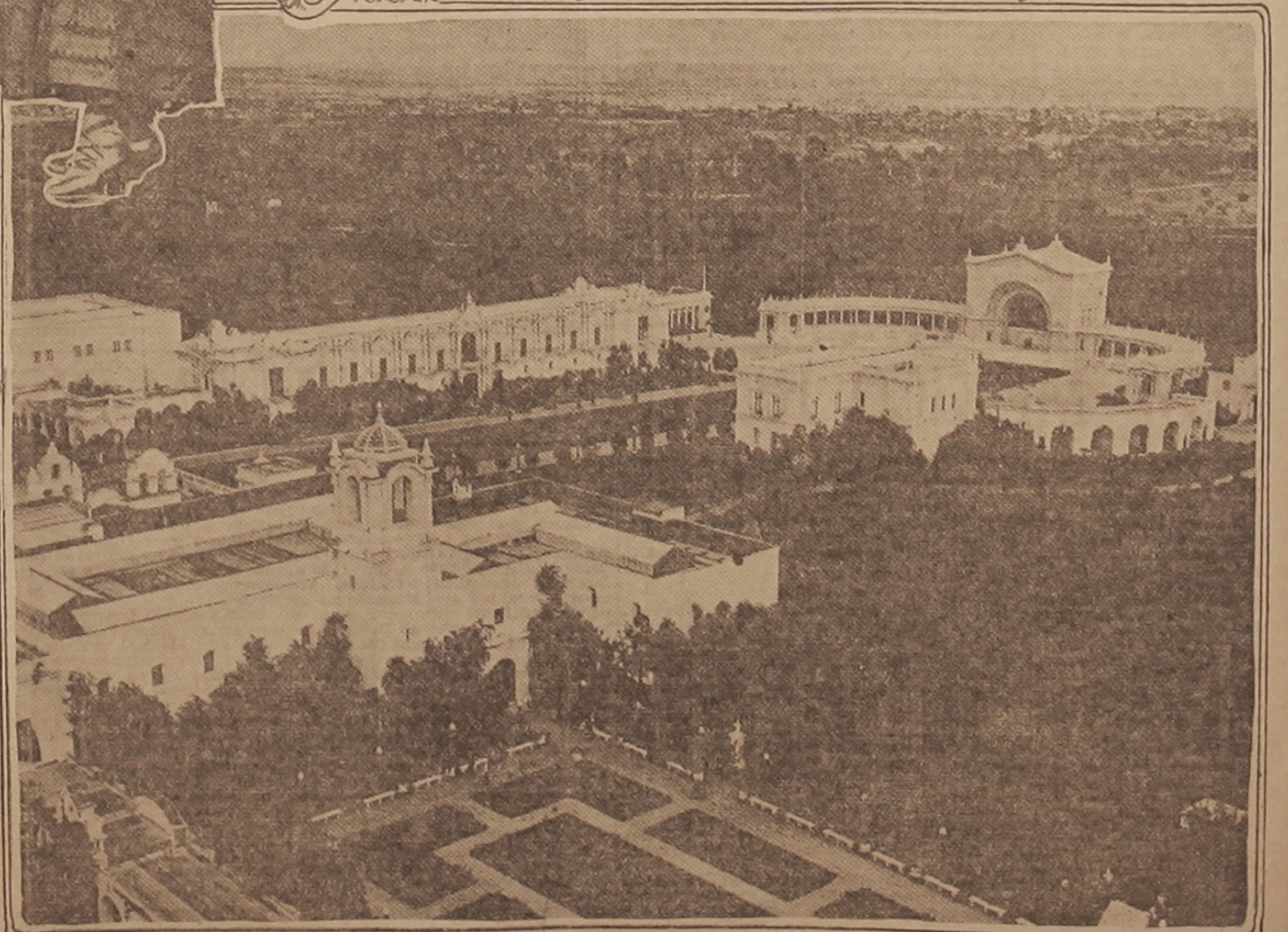
Spanish Dancers

in attractions. During the year it has been visited by twenty governors of states in the United States, Vice President Marshall, Colonel Theodore Roosevelt, former president; William Jennings Bryan, former secretary of state; Franklin K. Lane, secretary of the interior; Josephus Daniels, secretary of the navy; Lindley M. Garrison, secretary of war; William M. McKelton, secretary of the treasury; and scores of United States senators and representatives. Had it not been for important international problems brought on by the European war, and the Mexican situation, President Wilson would have headed the list of distinguished visitors. His regret at inability to attend is expressed in a message in which he gives liberal praise of the perseverance and pluck necessary in building and operating successfully for a year such a laudable Exposition. The United States has not alone, however, contributed all of the distinguished visitors throughout the year, for dignitaries have come from many countries, all to be entertained by President G. A. Davidson, whose devotion to the Exposition has been a large factor in its success. At sacrifice of private business, President Davidson has been a twenty-four-hour man on the job throughout the year and his energies were directed towards making the Exposition successful, not for any financial remuneration he would receive (for he was paid no salary), but purely for the love of directing an enterprise with which he had been associated since its inception.

As has been indicated, attractions

Along the Prado

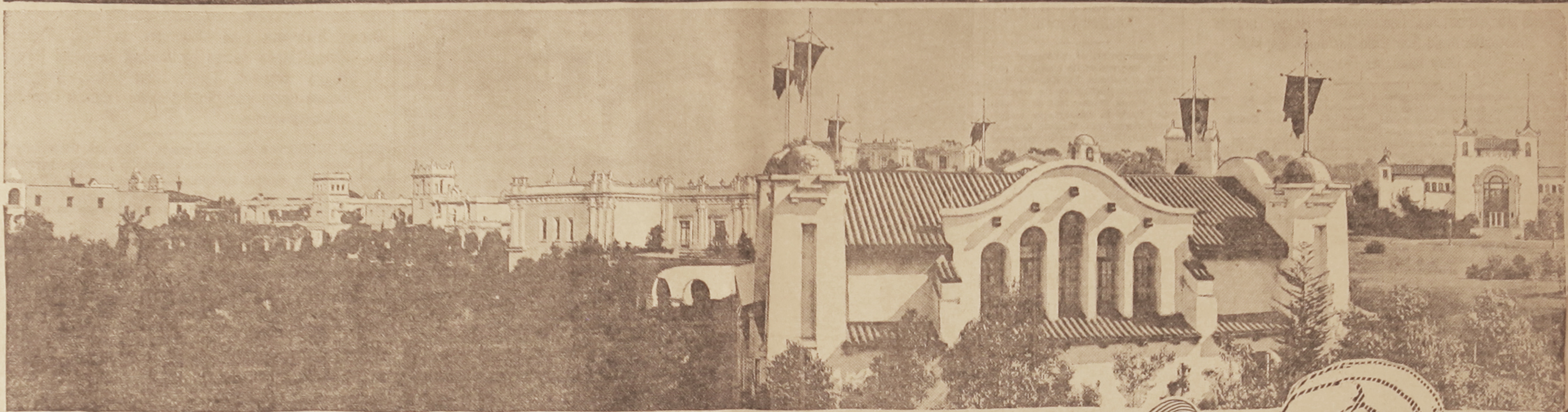
California State Building



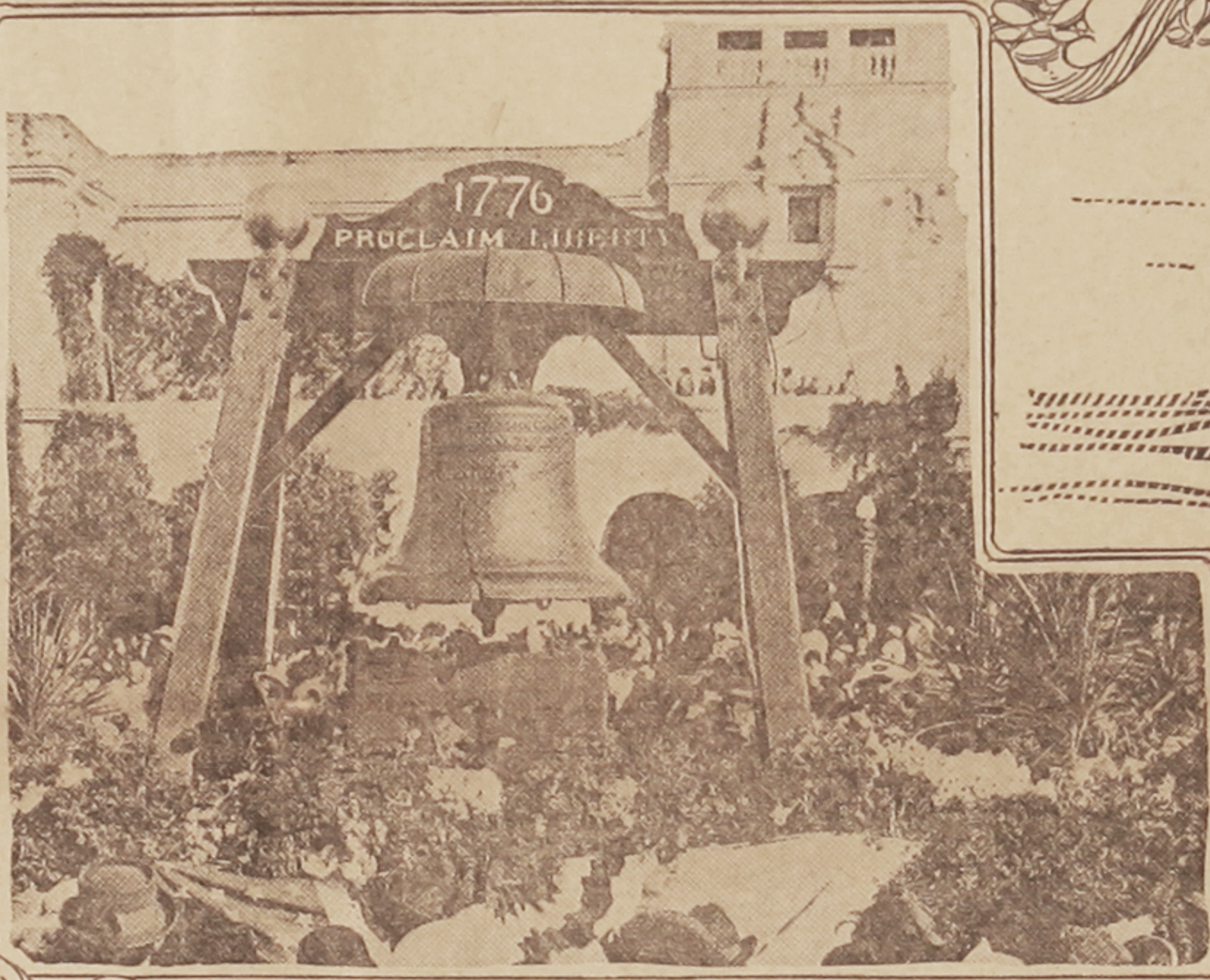
Looking toward southern part of Exposition grounds

RARE JEWEL BENEATH CALIFORNIAN SKIES

Golden State Demands Fair Continue As Nation's Host For Glory of Empire West of Rocky Mountains



Entrance to Food Products Building



The Liberty Bell in Plaza de Panama



Field Artillery Drill on Marine Grounds at Exposition.



The Prado

meat, U. S. Marine Corps, commanded by Major W. N. McKelvey, established a model camp with the Exposition's opening. At this camp was seen the daily life of Uncle Sam's men and their drills and reviews have done much to give the public a better understanding of military service. In these days when greater national preparedness is being urged, it is but the natural result that Exposition visitors should give the military at the Exposition their undivided attention. Through the efforts of Colonel J. H. Pendleton, commanding officer of the regiment, the Marines have been available for many programs throughout the year, while the regimental band has played daily concerts.

Military Plays Part

WIT. Its camp pitched just outside the Exposition grounds, a squadron of the First cavalry, commanded earlier in the year by Captain George Van Horn Moseley, and more recently by Major William T. Little, has taken part in all the military activities. At various times the companies of coast artillery from Fort Rosecrans, and San Diego have participated in the big military turnouts, escorts and parades. The Thirteenth Band, Coast Artillery Corps, which has been a musical attraction during the entire year, took quarters near the grounds in the summer that it might be more readily available at short notice.

But Uncle Sam's land forces did not hold all the attention, for frequently the commissioned and enlisted personnel of Pacific fleet warships responded with drills and parades. This was accomplished through the courtesy of Admiral T. B. Howard, who until recently commanded the Pacific fleet, and his successor, Admiral C. M. MacRae. Winslow has established his headquarters in a commodious building, the participation in Exposition events. Of national importance, one event stands out in luminous light in connection with the navy's activities. This was the visit to the Exposition of 500 Annapolis midshipmen, all of whom made the cruise from the Atlantic seaboard through the Panama canal to San Diego, the first port of call. Military organizations not in the regular establishment also made official visits to the Exposition and notable among these were the Richmond, Va., Light Infantry Blues, the First Regiment Infantry, National Guard Illinois and the Salt Lake City High School Cadets.

Music Prominent Feature

In an exposition which is developed with art, it was surely appropriate that music should be given much consideration. Throughout the year the daily programs at the Spreckels organ, have been a pleasing feature. This organ, the greatest outdoor organ in the world, was presented to the city of San Diego by A. B. and John D. Spreckels. In a commanding position, it stands as a monument to their generosity, for the structure and instrument cost \$100,000. This organ has been the scene of many successful entertainments, at times calling the world's greatest soloists and musicians. The concert given by Mrs. Ernestine Schumann-Heink to the citizens of San Diego proved a distinct success in the Western musical world. Mrs. Schumann-Heink sang to 25,000 people.

On the long list of artists who have appeared at the organ are the names of some of the world's best known singers, musicians, composers and dramatic stars. A few who have been heard during Exposition year are Signor Florencio Comaschino, Ellen Beach Yaw, Carrie Jacobson, Bond, Claudia Albright, Hamlin Hunt, Warren T. Allen, Will O. Macfarlane and Mme. Alla Nazimova. Several times San Diego talent has been heard in musical programs.

Throughout Exposition year San Diego waited with keen anticipation its greatest day. This, San Diego Day, was observed November 17, when an attendance of about 40,000 testified to the popularity of the Exposition with San Diegans. In preparing for an exposition, San Diego has had experience with celebrations and public exercises, so it was well equipped to turn a mammoth crowd into the Exposition grounds on San Diego Day. Loyalty of commercial San Diego was shown on this day, when all places of business were closed at noon. This city-wide closing also established another record and for the first time San Diego was a city, excepting on the days required by the state laws, the schools also joined in the closing movement. Of the many celebrations held at the Exposition throughout the year, none was attended with as much success as San Diego Day. It came at a period when the Exposition could make its success known by deeds rather than by words. It was a celebration of achievement.

Western Resources
Built for the purpose of exploiting the resources of California and the states closest to it, the Exposition stuck steadily to its purpose throughout the year. It was the point from which information to colonists and homesteaders was distributed. Such information was circulated at the various state and county buildings and by mid-summer an increase in settlement on southwestern lands was noticeable as a direct result of the Exposition.

In commercial and industrial displays a difference between this and other expositions was noticed. The Exposition marked the departure from the old line of exhibiting where one can of baking powder or one make of washing machine or a certain sort of agricultural implement contested with dozens of others for honors. In choosing exhibits for the

5000 school teachers from the southland.

Each holiday was made the occasion of special celebration. To show that the Exposition in its celebrations was not compassed by attention to narrow lines drawn by creeds or nations, the observance of Chinese New Year in February is cited. Then again, the celebration of Japan Day is mentioned. Canada was also given a special day, while each state had a state day, while each state had a state day. Standing out as distinctive for the influence created for better citizenship was the three-day exhibition of the Liberty Bell. In no place in the country where the Liberty Bell was exhibited on this year's tour was any more honor paid it than at the Exposition. Well did it seem to fit in with Exposition atmosphere, an atmosphere which reflects in architecture of buildings the early struggles on Southern California shores for the establishment of Christianity and a better liberty.

Children's Fair Successful

Exposition success must not be measured alone by work contributed by grown-ups. Young America has had its part to play and well has it fitted in throughout the year

in pageants, parades, festivals and juvenile exercises. San Diego children have worked successfully and a share in the triumph of the Exposition must not be denied them. For at times one was reminded of the Biblical declaration, "A little child shall lead them." One of the most notable examples of child endeavor was shown in the presentation of the Children's Fair, and here again the Exposition achieved another record, being the first exposition to conduct a children's fair. This fair had more than 3000 exhibits of youthful handicraft in arts, science, agriculture and mechanics. Leading educators pronounced the display startling and one that well reflected the great advance of recent years in child education.

The Exposition was indeed fortunate in having military stationed on the grounds, for without this important adjunct there would have been an absence of the proper pomp and ceremony incident to the visits of dignitaries. The military also was a part of Exposition life, supplying snap and precision to increase attractiveness of daily programs. On a commanding mesa just in the rear of the state buildings, the Second battalion, Fourth regi-

(Continued on Page 7)

FAIR GROUNDS FESTIVE SCENE AS WORLD-FAMED PERFORMERS DELIGHT RESPONSIVE CROWDS

Special Events Department Provide Continuous Amusement; Music Carnivals, Lectures Keep Happy Throngs Interested Amid Romantic Surroundings; Military Pageants Feature.

In an amusement enterprise which draws its patronage from all countries and classes, diversity must be shown in programs, else the highly desirable cosmopolitan entertainment is lacking. When the Exposition threw open its gates it had already created a department of special events. The duty of this department was to arrange entertainment beyond that afforded in the inspection of the grounds and exhibits.

Throughout the year the Exposition has been the scene of a veritable potpourri of entertainment not compassed by the most imaginative mind of the veteran showman. There has been entertainment for children and grown-ups, and even on one occasion the Exposition demonstrated that it had a soul when it arranged and carried to success a special program for invalids' day.

World-famed artists, lecturers, orators and musicians have contributed to the special events, while from San Diego hearty response was given by its talent.

The following is a list of the more important special events and attractions held during Exposition year:

January 1—Opening Day; Children's Day.
January 2—Portland Day; Children's Day.
January 3—Arkansas Day; Children's Day.
January 4—Fraternal Day; Children's Day.
January 5—Women's Club Day; Children's Day.
January 6—Retailers' Day; Children's Day.
January 7—Los Angeles County Day; Children's Day.
January 8—Delaware Day; Children's Day.
January 9—Date Day; Children's Day.
January 10—Kansas Day; Children's Day.
January 11—Man-O-War Carnival; Children's Day.
January 12—District of Columbia Day; Children's Day.
January 13—California Commercial Association of Secretaries; Children's Day.
January 14—Burns Day; Georgia Day; Children's Day.
January 15—Nevada County (California) Day; Children's Day.
January 16—"Find the Treasure" Night on Isthmus; Children's Day.
January 17—Idaho Day; Children's Day.
January 18—Straw Hat Day; Children's Day.
January 19—Orange County Day; Children's Day.
January 20—Lincoln's Birthday; Children's Day.
January 21—Chinese New Year; Children's Day.
January 22—Wigwag Fruit Jobbers' Exhibition; Children's Day.
January 23—Final of Chinese New Year; Children's Day.
January 24—South Dakota Day; Children's Day.
January 25—Pasadena Day; Children's Day.
January 26—Washington's Birthday; Children's Day.
January 27—Santa Barbara Day; Children's Day.
January 28—Potlatch at Washington Building; Children's Day.
January 29—Servin County (Utah) Day; Children's Day.
January 30—San Joaquin Valley Day; Children's Day.
January 31—Louisiana Day; Children's Day.
February 1—Arkansas Day; Children's Day.
February 2—Maryland Day; Children's Day.
February 3—St. Patrick's Day; Children's Day.
February 4—San Diego Floral Association Day; Children's Day.
February 5—Farm Bureau Day; Children's Day.
February 6—San Diego Floral Association; Children's Day.
February 7—Kern County Day; Children's Day.
February 8—San Diego Floral Association; Children's Day.
February 9—Picnic Federation States Societies; Children's Day.
February 10—Franklin K. Lane Day; Children's Day.
February 11—Traffic Association Day; Children's Day.
February 12—Occidental College Glee Club; Children's Day.
February 13—V. P. Marshall Day; Children's Day.
February 14—Riverside Teachers' Institute; Children's Day.
February 15—Riverside Teachers' Institute; Children's Day.
February 16—Olive Day; Children's Day.
February 17—Riverside Teachers' Institute; Children's Day.
February 18—Riverside Teachers' Institute; Children's Day.
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February 57—Riverside Teachers' Institute; Children's Day.
February 58—Riverside Teachers' Institute; Children's Day.
February 59—Riverside Teachers' Institute; Children's Day.
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February 92—Riverside Teachers' Institute; Children's Day.
February 93—Riverside Teachers' Institute; Children's Day.
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February 95—Riverside Teachers' Institute; Children's Day.
February 96—Riverside Teachers' Institute; Children's Day.
February 97—Riverside Teachers' Institute; Children's Day.
February 98—Riverside Teachers' Institute; Children's Day.
February 99—Riverside Teachers' Institute; Children's Day.
February 100—Riverside Teachers' Institute; Children's Day.

June 23—Concert by Madame Schumann-Heink.

June 25—Orange County Auto Club Day.

June 26—Brooklyn Day; North Dakota Day; Los Angeles Chamber of Commerce; Mardi Gras Costume Carnival.

June 27—Billie Burke Day.

June 28—National Real Estate Association Day; Mrs. H. H. A. Beach Day.

June 29—Chicago Sunday Evening Choir.

July 1—Commercial Law League of America; Christian Endeavor Day; Railway Mail Service Day; People's Chorus.

July 2—Children's Day; National Editorial Association Day; Odd Fellows Day; Imperial County Day.

July 3—Fourth of July Day; Escondido Day; National Federation of Musical Clubs; Display Men and Window Trimmers Day.

July 4—Charles Wakefield Cadman Day; Princess Tsiannina.

July 5—Lyman H. Howe Day.

July 6—Colored Cakewalk and Watermelon Eating Contest on Isthmus.

July 12—Educational Day; P. P. Claxton and Madame Montessori.

July 13—Universalists' Day; Virginia Day.

July 14—Buffalo Day; Marcella Craft Day.

July 15—Richmond Light Infantry Blues; Salt Lake City High School Cadets; arrival Governor Stry of Utah.

July 16—Elk Day; Mormon Tabernacle Choir; Optometry Day.

July 17—Utah Day; Apricot Day; Sacramento Valley Day; Mormon Tabernacle Choir.

July 18—Mormon Tabernacle Choir; Moose Week.

July 19—Peace Day.

July 20—Chicago Day.

July 21—Massachusetts and New England Day; Kansas Day.

July 22—Ellen Beach Yaw Day; Miners' Day; Equal Suffrage Day.

July 23—Boys' Day—Columbia, Park Boys' Club.

July 24—Roosevelt Day.

July 25—International Rotary Club Day; Annapolis Day; Illinois Day.

July 26—Fraternal Aid Union Day.

July 27—Japan Day; Wisconsin and Indiana Day.

August 1—Hayden Choral Society.

August 2—Nazimova, "War Brides."

August 3—Nazimova.

August 4—Nazimova Day; Miners' Day; Children's Day.

August 5—Ford Band of fifty pieces.

August 6—Ford Day.

August 7—Art Smith, aviator.

August 8—Art Smith, aviator.

August 9—Spanish-American War Veterans.

August 10—Beauty contest.

August 11—Open Forum Day.

August 12—International Typographical Union Day; Elizabeth Towne Day.

August 13—Tent City Day; Dance on Plaza.

August 14—Harvard Day.

August 15—Los Angeles City Day; Knights of Pythias Day.

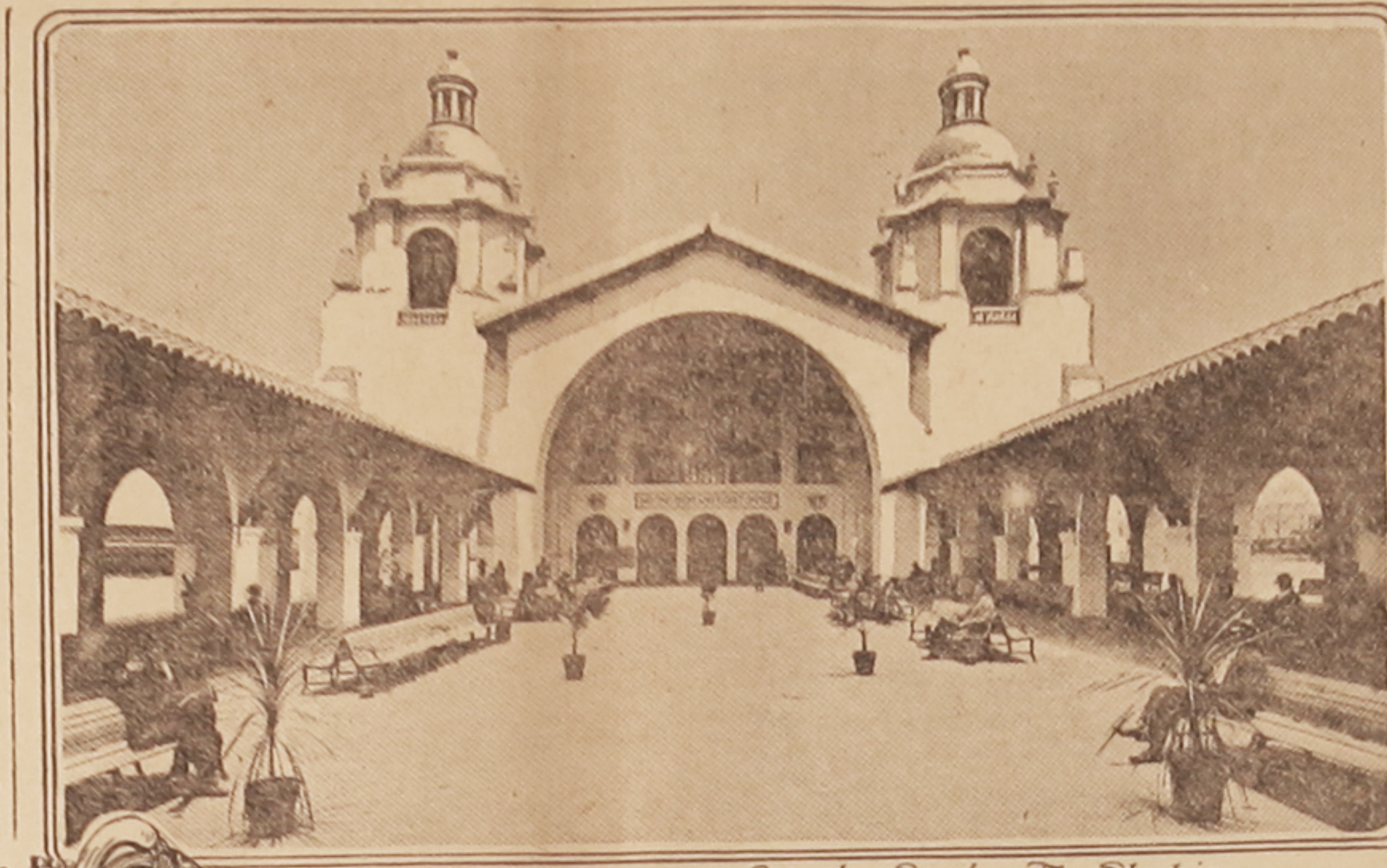
NEW SANTA FE DEPOT ARCHITECTURAL GEM Railway Handles Exposition Crowds Without Accident

Commodious Structure Considered Most Beautiful of Kind on Coast.

In anticipation of the biggest passenger business of its history in San Diego, the Santa Fe Railway hurried the completion of its magnificent station at the foot of Broadway. Early in January the magnificent depot was thrown open to the public without special ceremony and was recognized at once by citizens and tourists as one of the most beautiful and adequately equipped structures in the West.

The building, which is in the mission style, was commenced in June, 1914, and was erected by the William Simpson Construction Company at cost of \$250,000.

The main building, baggage room and express room, which are in individual sections of the same building, have a total length of 650 feet. The 150-foot arcade in front brings the total length of the structure up to 800 feet. It is 110 feet wide. The main waiting room, which is 110 by



Court—Santa Fe Station



Waiting Room

50 feet wide, is finished in Moorish tile wainscoting. This and the tile used on the domes and elsewhere in the building was made by the California China Products Company in National City.

Adjoining the waiting room is a Harvey lunch room, completely equipped and upholding the traditions of the Harvey system in every way. Combined with the lunch room is a novelty and news department. On the second floor of the building are living rooms for the Harvey people and a suite of ten offices, where the bookkeeping and business of the various departments are done.

IMPERIAL VALLEY DATES

Among later importations the date and the avocado (sometimes erroneously called the prickly pear) are growing in favor. Dates in the Imperial valley are fast becoming another staple source of wealth to that marvelous region. According to an old Arab saying "The date palm must have its head in the fire and its feet in the water," and these conditions are fulfilled in parts of this vast territory, below the level of the sea and enjoying perpetual sunshine. The Deglet Noor, the most highly prized of all dates, has been successfully raised near Mesquite and Coachella. Experts declare it to be superior to the original Algerian product. And Algiers is the only other spot where the Deglet Noor is grown.

FIRST OLIVE ORCHARD

The first olive orchard was planted in San Diego in 1769, long before the introduction of orange or peach or even grape vine into California. San Diego is still a large producer of olives and olive oil, but now there are thirty-three counties from Shasta to the Mexican border reporting more than a thousand trees each.

A complete carpenter shop, including machinery driven by a motor, has been mounted on wheels by a builder in an Indiana town so that the shop can be taken wherever he has work to do.

PROTECTION OF CITIZENS POLICE DEPARTMENT AIM

San Diego, Remarkable for Absence of Serious Crimes, Boasts One of Most Modern Police Departments in Country; Identification Bureau Valuable Asset.

By CHET JOHNSON.

The remarkably few number of serious crimes, as compared with the number recorded in other cities of similar size, speaks well for the efficiency of the San Diego police department. The local department is one of the most modern in the West and works under the theory that an ounce of prevention is worth a pound of cure.

At present there are practically 100 names on the police payroll, exclusive of special officers employed by private concerns as watchmen or special patrolmen.

Of this number fifty are rated as patrolmen. They work in three eight-hour shifts, 7:30 a. m. to 3:30 p. m.; 3:30 p. m. to 11:30 p. m. and 11:30 p. m. to 7:30 a. m.

The chief of police is in charge at the central station in the daytime and the lieutenant of police at night. Many of the minor details and orders which would otherwise take up much of the chief's time during the day are handled through the captain's office.

Motorcycles Speedy

The fifty patrolmen include about ten traffic officers, stationed at intersections in the business district, where traffic regulation is absolutely necessary. They work under a traffic sergeant, whose responsibility is to see that all traffic officers report

on time and are relieved on time, and who also meets all trains and steamships that arrive during the day.

There are eight sergeants in all. Two are on duty on every eight-hour shift. More than 30,000 calls are received in the city jail to book prisoners, answer telephone and care for the electric switchboard and the other, a field sergeant, to see that all patrolmen are walking in any matters of which they may be doubtful.

Eight mounted policemen patrol the outlying residence districts of the city. There are seven police officers doing motorcycle duty. All are found complete in a few seconds in the case of a call. They are equipped with the latest and speediest type. One motorcycle man is on duty at the police station on every shift. As soon as a call is received of a hold-up, auto accident, burglary, etc., this officer is the first to arrive on the scene and is usually responsible for getting names, descriptions or any other data required.

Other motorcycle officers ride in pairs throughout the city to see that all city traffic ordinances are enforced.

Emergency Hospital

The rank of police detective has been abolished and officers handling detective cases work in plain clothes directly out of the chief's office.

The police identification bureau, occupying the rear of the second floor of the police station, is most efficiently managed by a superintendent and two assistants. Photographs, fingerprints and Bertillon

VIRGIN SOIL CALLS WILLING TOILERS WESTWARD

In various parts of the United States are thousands of families who are dissatisfied, perhaps with local conditions, possibly with themselves and doubtless with a desire to move on to something better. Such families have not advanced anywhere. They seem to have come to a dead center. They need a change.

San Diego needs just such families. San Diego is calling them to the farms that have ceased to yield abundance, from the crowded districts, from congested cities where they find it difficult to turn around. The big spaces of the West are beckoning to them.

The undeveloped land in San Diego county, more than a thousand acres, needs these families. There is room for the free out-of-door life with soil that is ready to respond to the labor of the husbandman. The climate, the healthful air of the hills, the virgin resources, all call for the families who wish to get something better; who wish to have a home to call their own, a piece of land which they can think of as their private domain, where men can reap profitable rewards for their toil, where womanhood can develop healthy bodies and where children can grow up under the beneficent influences of unspoiled nature.

To these families San Diego reaches out the hand of welcome. It is felt that the newcomer is the life of the future. Every opportunity is offered to the man or family that desires to develop the soil. The possibilities of the agricultural development are beyond computation.

San Diego needs these thousands of families, and those families are San Diego. There is a future here for those who will work sincerely and especially for those who take joy in their work. God has smiled on this land and left it until this day for the fortunate ones who are willing to give a little work for abundant reward.

Measurements of every person holding a criminal record in any part of the country are received and filed daily. More than 30,000 persons are bearing such data, are filed in a manner that the record of any man arrested, if he has such, can be found complete in a few seconds in the case of a call. They are equipped with the latest and speediest type. One motorcycle man is on duty at the police station on every shift. As soon as a call is received of a hold-up, auto accident, burglary, etc., this officer is the first to arrive on the scene and is usually responsible for getting names, descriptions or any other data required.

The city is covered with hundreds of police call boxes, electric signal lights and electric bells, controlled by the sergeant in charge of the jail. By means of this electric system it is possible at any time to notify all officers in any part of the city of any matter which may be worthy of their assistance. The officers, in turn, are able to communicate at all times with the central station.

The police department is now under civil service, and examinations, both physical and mental, must be passed by all applicants.

MODERN BOULEVARDS LARK ROMANTIC LAND WITH HISTORIC PAST

County Highways Bind Mountains to Sea; Traverse Ground Made Sacred by Ancient Legends; Remote Points Brought Nearer City; Death, Dangerous Passes Conquered; Road Makers Triumph Over Nature's Obstacles

SAN DIEGO is a county of roads. Although the county is larger in area than Massachusetts, its remotest parts can be readily reached by splendid automobile highways. This result was not accomplished without almost Herculean labor, for the topography of the country is such that obstacles of every imaginable kind had to be overcome.

The roads, which in the aggregate amount to hundreds of miles, climb mountains, worming their way along overhanging edges, plunge down into valleys, are carried across deep canyons on modern concrete bridges and in many places make their way across the deserts far from human habitation. The country traversed by the roads of San Diego county includes practically every kind of scenery, from the golden beaches of the Pacific to the pine-clad slopes of the Cuyamaca. At places the roads run near to the snow line, where they reach an elevation close to 6000 feet.

During the winter months an automobile tour can be taken from the summer-like beaches, through orange orchards and rich agricultural country, to the crests of snow-capped mountains. Persons living fifty miles from the city of San Diego find it convenient to run down to San Diego for a day or two to enjoy the warm weather in winter. In summer they make the trip to the city in order to enjoy the cool breezes of summer. The great highways of the county are the living arteries along which pulses day and night the life of the community.

Quick Mail Delivery

By means of these splendid highways the United States government is able to deliver mail promptly to the most inaccessible points of the remotest settler and the merry hank hank of the automobile tells him that although in what seems a primitive country he is out from civilization and the comforts and delights of city life.

San Diegans are fond of taking visitors on automobile trips over the point Loma boulevard to the old Spanish lighthouse, standing an ancient beacon at the end of the famous promontory. The trip is made through the residential section of the city, along the upper curve of the bay, through the beautiful Loma Portal residential section, down over the back of the promontory to Ocean Beach and then along Sunset Cliffs to the end of the great jutting piece of land. This trip is also made in the reverse direction, and the year inaugurated what is known as the "Clover Leaf Trip." This excursion came into instant favor and thousands of visitors who wanted to see the country quickly took advantage of this opportunity.

Nature's Finest Panorama

The view from the end of Point Loma has been called one of the most beautiful in the world, and in Baedeker's guidebook the place is noted by a triple star to indicate its importance to the traveler. The scene indeed is one long to be remembered as the tourist looks across the shimmering sea to where the sinking sun marks the apparent end of the water's way.

Looking to the east the sweeps across the narrow entrance to the bay, to the delicate strip of land known as the Silver Strand, to Coronado where the hotel dominates the scene, and then on over across the ever-placid bay to the city rising amphitheatrically, terrace above terrace, on the flower-covered mesa where the buildings of the Panama-California Exposition glisten in the sunlight or dazzle with thousands of lights by night. Then still farther eastward to the range of mountains that stretch north and south, ending in Mexico, where they can be seen in countless peaks.

Highways to the Past

And the famous road of San Diego county follows in poetic sequence the history of the county and of the state. For indeed the story of California is not unlike one of the legendary romances of the old world.

Returning from Point Loma the road, if one so decides, takes the tourist to Old Town, where the story of California commences and where is located the famous Estudillo mansion, said to have been the marriage place of Ramona. Leaving the quaint old town, the road turns into Mission valley and following the valley soon brings one to the mission first erected by the padres in this county.

Soon after leaving this point the road gradually ascends an easy grade until it seems to topple into the canyon of the San Diego river. This has been appropriately called the Grand Canyon of California. Visitors instantly notice the resemblance to the more famous Grand Canyon in Arizona. Not far from this point is reached the mission dam, merely ruins now, built by the early fathers in 1770 for irrigation purposes. This is said to mark the first work of irrigation started in California. The county contains two other missions, Pala and San Luis Rey, both of them in a good state of preservation and both easily reached by the highways of San Diego county.

Climbing the Grades

Soon the road runs out into broad lands of alfalfa, where thousands of cattle graze. Then it takes the tourist through dozens of villages, each the center of some citrus culture or vegetable industry. It leads in its seeming never-ending course through delightful valleys and climbs, among the mountains, to an elevation of 5000 feet is reached. At this point in the Cuyamaca, and there are a number of such points, one of the finest views in the world can be obtained. To the rear can be seen on clear days peak after peak of lower mountains and hills with rich green valleys between and to the east, nearly seventy miles away as the eagle flies, the delicate blue of the Salton Sea in the midst of the marvelous Imperial Valley. That way the country becomes bare and forbidding and throws back the sun with the hot disdain of the desert.

Leaving the city in another direction and going south towards Mexico, the road turns sharply eastward and after following two picturesque

Y. M. C. A. BUILDING BUSY SOCIAL CENTER

The San Diego Young Men's Christian Association is without doubt one of the foremost religious and philanthropic institutions of the city and the building, owned by the organization and located at Eighth and C streets, is one of the best planned, best built and best equipped Y. M. C. A. buildings in the world.

Despite the fact that it was dedicated nearly three years ago and that it has been almost constantly used by a membership of more than 1000 men and boys and that over 600,000 visits have been paid to it by members and thousands of tourists from practically every state in the country, the great plant looks as if it had just been opened.

It was designed by the directors that in order to make the building continuously and lastingly attractive to members and their friends it should be kept up to a high standard of efficiency. The social, educational, physical and religious work of the association centers around twenty-five clubs and sub-organizations. Through these various sub-organizations the institution is maintaining to the fourfold needs of men and boys and is doing a far-reaching and effective service. Membership is open to any man or boy of good character.

Sixty-five homelike dormitories occupying the third, fourth and fifth floors of the association building have been used and appreciated by young men who are living away from home as well as by visiting members from other associations. The rates for these rooms are reasonable and the accommodations provided are excellent.

The association is managed by the following board of directors: George W. Marston, president; John S. Akerman, vice president; E. B. Binkham, treasurer; William Hugh Strong, recording secretary; A. Andrews, W. D. Crum, G. A. Davidson, E. C. Dunn, B. M. French, John Fleming, N. S. Gandy, F. A. Garetson, M. T. Gilmore, Dr. H. N. Gott, Reese Hazard, F. W. Hellman, Dr. L. C. Jones, W. E. Kier, Dr. A. D. Long and J. P. Smith.

The executive staff of the association is composed of the following officers: Fred D. Fagg, general secretary; Holman B. Ferrin, assistant secretary; Melvin N. Wilson, office secretary; George S. Chessum, boy's work secretary; Charles E. Peterson, physical director; and Alvin K. Bradford, assistant physical director.

CELEBRITIES CAPTURED BY CAMERA AT EXPOSITION



1—Theodore Roosevelt. 2—Nicholas Longworth. 3—Vice President Thomas Marshall. 4—President G. A. Davidson of Exposition. 5—Hon. Champ Clark. 6—William Howard Taft. 7—Theodore Vail. 8—Joe Cannon. 9—Gov. Hiram Johnson of California. 10—Mrs. Eleanor Wilson McAdoo. 11—William McAdoo, Secretary of Treasury. 12—Mme. Schumann-Heink. 13—Hon. Seth Low. 14—William J. Bryan. 15—Count Del Valle de Salazar. 16—Countess Del Valle de Salazar. 17—Franklin D. Roosevelt, Assistant Secretary of the Navy. 18—Senator John Weeks, California. 19—Admiral W. F. Fullam. 20—William R. Hearst. 21—Mrs. William R. Hearst. 22—Mayor James Rolph of San Francisco. 23—Mrs. James Rolph. 24—John Barrett. 25—Thomas A. Edison. 26—Boise Penrose. 27—Henry Ford. 28—Admiral Thomas B. Howard. 29—Gov. Whitman of New York. 30—Mrs. Whitman of New York. 31—Maharajah of Karpudala. 32—Maharane of Karpudala. 33—Col. George Goethals. 34—Gov. Spry of Utah. 35—Mayor George Thompson of Chicago. 36—Mrs. George Thompson of Chicago. 37—Minister Martin Burrell, Canada. 38—Gov. Fielder of New Jersey. 39—Charles Schwab. 40—Norman E. Mack. 41—Admiral Uriu, Japan. 42—Senator Theodore Burton. 43—Martin H. Glynn. 44—Admiral C. McB. Winslow. 45—Gov. Goldsborough, Maryland. 46—Admiral Dewa, Japan. 47—James Lynch, New York Labor Commissioner.

Forty-Seventh
Annual Edition
1869—1916

RDAY MORNING, JA
The San Diego Union

AND DAILY BEE—THE PIONEER NEWSPAPER OF SOUTHERN CALIFORNIA

SAN DIEGO, CALIFORNIA, SATURDAY MORNING, JANUARY 1, 1916

Panama-California
International
Exposition, 1916

OUTDOOR ORGAN, GIFT OF JOHN D. SPRECKELS, DELIGHTS WORLD MUSICIANS AND EXPOSITION PLEASURE SEEKERS



*Crowd Listening to the Great
Grounds. Donated to City*

*Outdoor Organ on Exposition
By John D. and A.B. Spreckels.*

DISTINGUISHED VISITORS MAKE TOURIST MECCA OF SUN CITY

Fulfilling a claim made several years ago when the Exposition was in process of construction, San Diego during the year 1915 proved itself one of the most hospitable cities in the world. The city and its citizens were called upon to be hosts to distinguished guests from all parts of the world. The many kind words in letters of thanks received by San Diegans testify to the splendid manner in which San Diego acquitted itself as a civic host.

The war which raged in Europe made the Pacific coast and particularly San Diego the Mecca for tourists who usually spend their holidays in the old country. Persons who had never seen America, or at least that vast part of America which lies west of the Rockies, took

the opportunity to have a look at their own country. They came across the mountains and plains literally in countless armies. Many hundreds thousands reached the sun city.

Foreign Visitors Pleased

Of these thousands, many were representatives of other countries and personages of prominence. Nearly every one of the cabinet officers from Washington enjoyed a sojourn here. Two former presidents were guests of the city and nearly half the governors of the country were entertained here with official ceremonies. More than a hundred congressmen and senators at one time or another during the year were here for the purpose of seeing the Exposition.

Home-like Charm Praised

Practically every visitor to San Diego has felt the home-like charm which is characteristic of the south-west. The stranger meets with no rebuff and on all sides is treated with a courtesy that is too often missed back home. On all sides disinterested persons are ready to pro-

fer information and not infrequently the stranger is taken in hand and treated as a private guest. Always the gates of San Diego are open to the visitor, who in a short time becomes a part of the community. The hotels and rooming houses during the year have maintained a uniform rate with a special effort to improve the service. There was no "snobbery" during Exposition year, and in hundreds of cities the decency of San Diego is a topic of conversation between satisfied tourists who have partaken of its generous hospitality.

Following is a partial list of distinguished persons who visited San Diego in 1915:

and Forests for Province of Quebec, Canada.
D. R. Anthony, Member of Congress, Washington, D. C.
Emmet D. Boyle, Governor of Nevada.
H. Livingston Beeckman, Governor of Rhode Island.
General George Barnett, Head of United States Marines.
William Jennings Bryan, former Secretary of State, Lincoln, Neb.
John Barrett, Director-General of Pan-American Union.
Martin Burrell, Canadian Minister of Agriculture.
Robert N. Bulla, President, Los Angeles Chamber of Commerce.
Colonel J. Wellington Boyle.
Howard A. Banks, Secretary to Secretary of the Navy.

Fred A. Britten, Member of Congress.
Dr. and Mrs. Christian Brinton, Art Critics, New York City.
George W. Clarke, Governor of Iowa.
Arthur Capper, Governor of Kansas.
Joseph L. Cannon, Member of Congress.
Thomas B. Catron, U. S. Senator from New Mexico.
B. D. Caldwell, President, Wells Fargo and Company.
Ford Ashman Carpenter, Chief, Weather Bureau, Los Angeles, California.
Baroness Daniel de Croze.
Chen Hsun Chang, President, Honorary Coml. Commissioners of

China, accompanied by other commissioners.
Commissioner General A. Camilleri, U. S. Immigration Bureau.
Marcella Craft, California singer.
Miss Marjorie Curtis.
Miss Marion Clark.
Edward F. Dunne, Governor of Illinois.
Admiral Baron Shegato Dewa, Tokio, Japan.
Alfred Deakin, President, Australian Commission, P. P. I. E.
Lieutenant-Governor de Baca, New Mexico.
H. Y. Darnell, Pennsylvania Lines.
Grace Darling, Hearst-Selig star.
Jose Guadalupe Estudillo, San Diego Pioneer, San Jacinto, California.

James F. Fielder, Governor of New Jersey.
Charles W. Fairbanks, former Vice-President.
Admiral W. F. Fullam, Annapolis Cadets.
J. Fitzgerald, Member of Congress from New York.
Philip Lee Goldsborough, Governor of Maryland.
Bertram G. Goodhue, Architect, San Francisco.
Henry S. Graves, Chief of United States Forestry Department.
W. S. Hammond, Governor of Minnesota.
L. B. Hanna, Governor of North Dakota.

(Continued on Page 7, Col. 6.)

[illegible]

country," with its purple sage and alluring arroyos. On every side of the Exposition were the hills and valleys of domestic beauty and its parks.

Five years ago this modern Californian Eden was scarcely more than an arid waste.

Boston Journal:

Repeated visits to the Exposition grounds convinced me that my first impression had not been too favorable. At night, as they were by day as well. The situation could not have been better chosen, on a high plateau looking out on the Sierras, and on the Mexican hills and across one of the loveliest bays in the world to the wide Pacific.

At the same time, both of buildings and landscape-gardening, made me curious to know whose was the intelligence and taste behind. There was no compromise

SCENES RECALLING OLD SPAIN INSPIRE CAPTIOUS SCRIBES

EXPOSITION ART FEATURES STILL PENS OF CRITICS

here, no betrayal of those minor architects said to be common among architects that in expositions of the past and in the group planning of fine city buildings had led to incongruities and disappointments. This work was plainly all of a piece. In its simplicity and restfulness it seemed to express one idea.—John D. Barry.

New York Town Topics:

When Vice President Marshall was asked for his opinion about the two California expositions, he answered: "In San Francisco everything is great, impressive, and astonishing, but I always felt as if I were in the midst of a moving-picture performance. At San Diego I felt at home, at grandfather's and grandmother's home, with all the sweet memories of home."

Des Moines (Iowa) Leader:

"Every American would see the San Diego Exposition. Architecturally, it is the most wonderful achievement I have ever seen."

This opinion, expressed by John Barrett, director-general of the Pan-American Union, gives in a few words the sentiment of the hundreds of thousands who have visited the grounds of the Panama-California Exposition at San Diego, which opened on New Year's eve for the entire year 1915.

Helena Independent:

San Diego itself is a wonderful city; it shows every evidence of the progressive spirit of the West. Its energy and vim is marvelous. Making wonderful strides in population within the last few years, with its great harbor, its delightful climate and strategic location, it has a perfect setting for a great city and some day will give San Francisco and Seattle a great race for supremacy on the Pacific coast. Charming indeed is the site of their Exposition. The buildings are of most beautiful architectural design, finished in a soft, creamy white, and the gardens are magnificent.

Flower beds of exquisitely colored bloom, casting their fragrance in the atmosphere, are everywhere, climbing vines spreading a mass of gorgeous color on the buildings, acres and acres of wonderful flowering shrubs and trees, palms, cactus and citrus fruits in tropical splendor, all centered in a great park of evergreens, gives the Exposition a setting so wondrous to behold that the writer was enraptured with its beauty.

Denver Post:

Chicago's World's Columbian Exposition had its Midway Plaisance, a street set apart for amusement purposes, and its success was so great that other cities in which expositions have since been held have followed Chicago's example in this regard. St. Louis had its Pike, Seattle its Pike, San Francisco has its Zone and San Diego has its Isthmus.

The Isthmus is 2500 feet long, with a frontage on both sides, thus giving nearly a whole mile of clean, wholesome amusements. The buildings, exclusive of the police and ambulance stations, checking station, etc., number over sixty, and include cafes, extravaganzas and such general amusements as one expects to find on a concession street. And in this connection I may say that I have found on the Isthmus some of the most instructive, as well as entertaining features possible to imagine on such a street. It is at night time that the Isthmus is at its best, when the whole place is lit up in a blaze of electric glory and the people congregate in crowds to enjoy the sights, which are varied enough to please every taste from the Painted Desert—quite the most extraordinary exhibit of Indian life ever attempted—to the Hula-Hulas dances of the Hawaiian beauties.

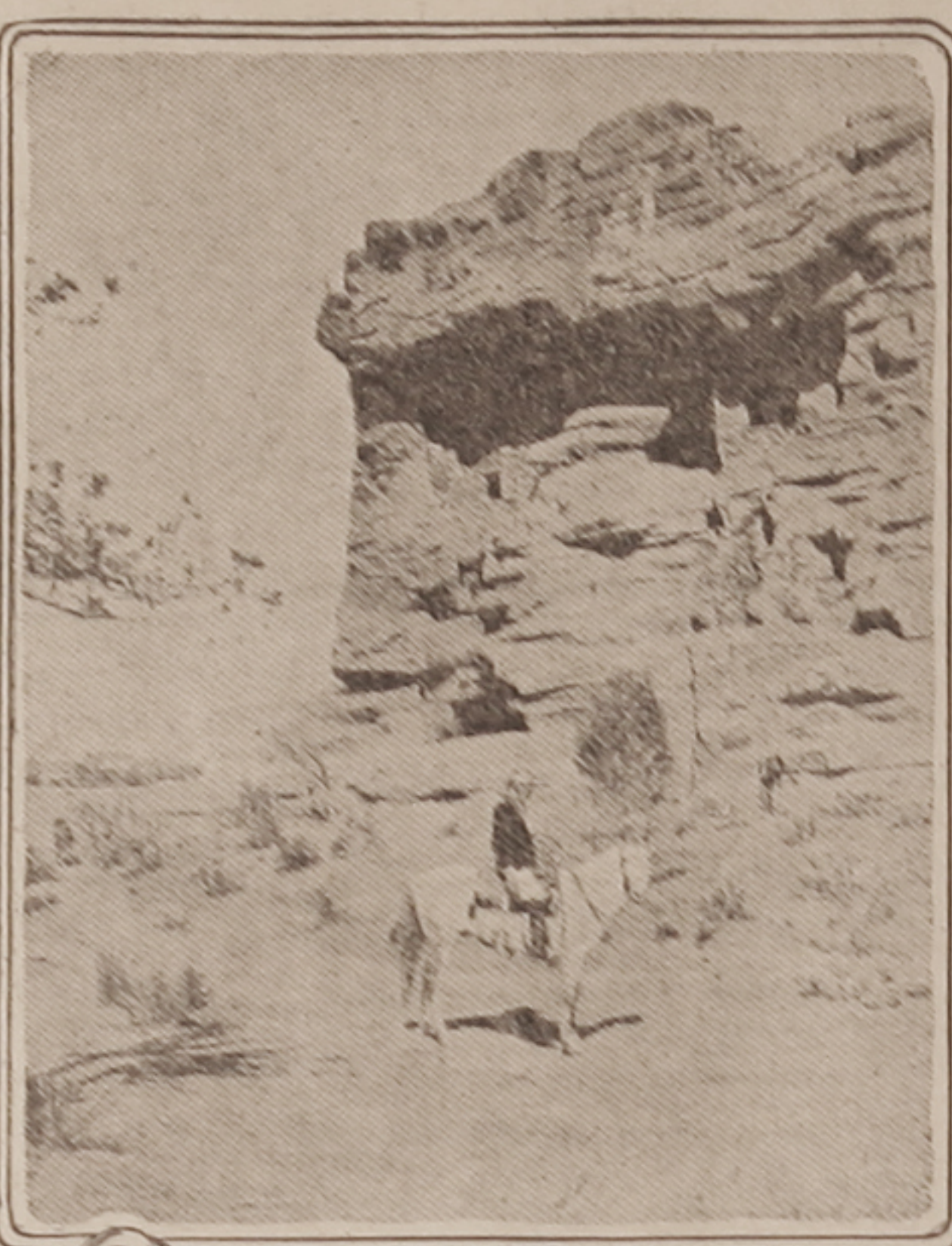
Indianapolis News:

It speaks well for the business interests of San Diego that there is absolutely no extortion of the character that has marked many expositions of the past. There are many excellent hotels—more than enough to accommodate the crowds. Rates are more reasonable, quality of service considered, than are charged by Eastern hotels. It is possible to get a room without bath, for two people, in a new, fireproof hotel, for as little as \$1.50 a day. The cafes are charging normal prices.

Probably the most interesting feature is that in three years the grounds have been transformed from a bare desert to the present scene of beauty. Between the buildings are great flower gardens. The buildings are of the Spanish colonial style of architecture, copies of old missions, cathedrals and palaces. There are long, shady cloisters, with inviting benches and chairs and romantic Spanish balconies hung with gay draperies. The principal thoroughfare is the Prado, while the amusement street is the Isthmus, which has a frontage of 5000 feet. It is an interesting fact that most of the amusements are of an educational nature, such as "The Painted Desert," depicting the life of the Indian in the American southwest, and "The Panama Canal," where the building of the canal is shown in an interesting manner and on a larger scale than might be expected.

Kansas City Packer:

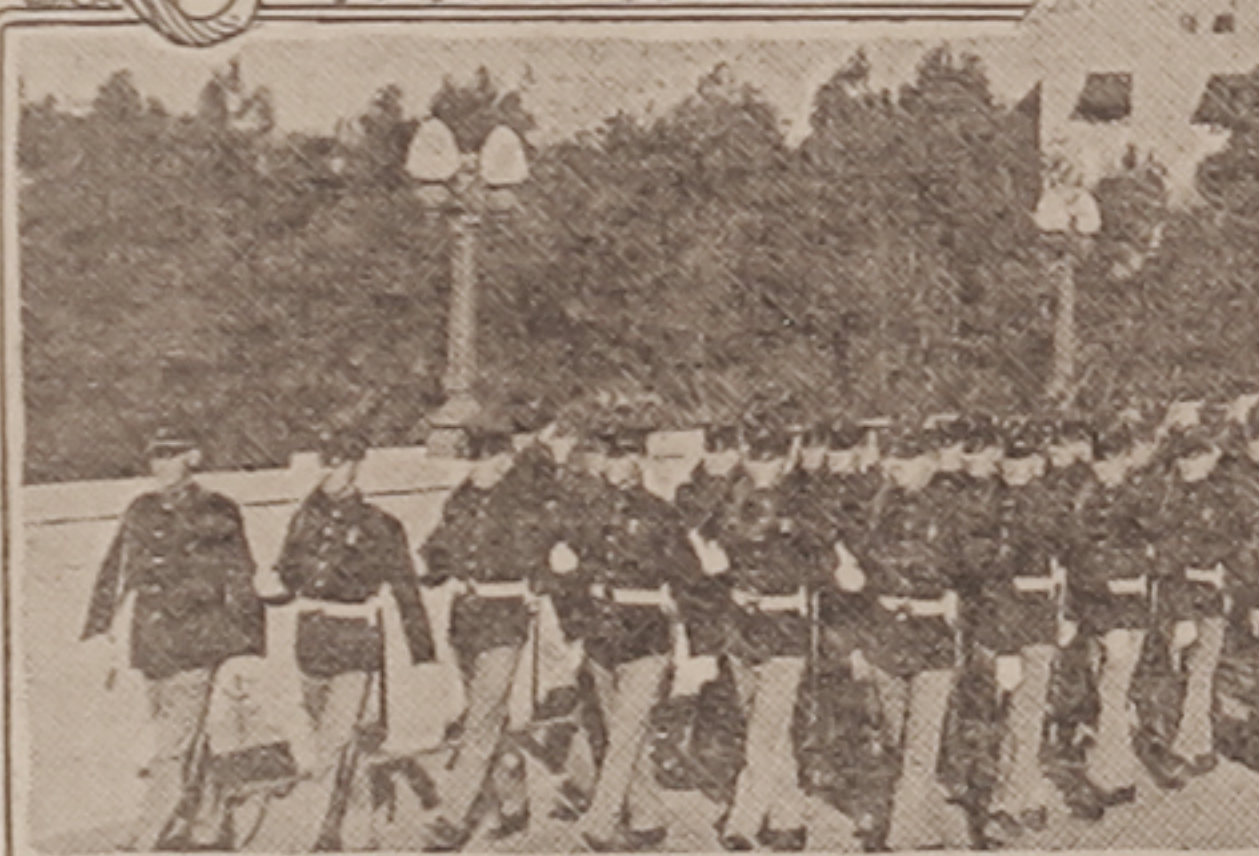
San Diego has built an Exposition Beautiful that is unmistakably typical of Southern California. No other section of the country, and few places in the world, have a climate which allows an Exposition to open on New Year's eve and to remain open until the next, with as little fear of summer heat as of winter frost or heavy rains. No other climate makes possible the gorgeous



In the Painted Desert



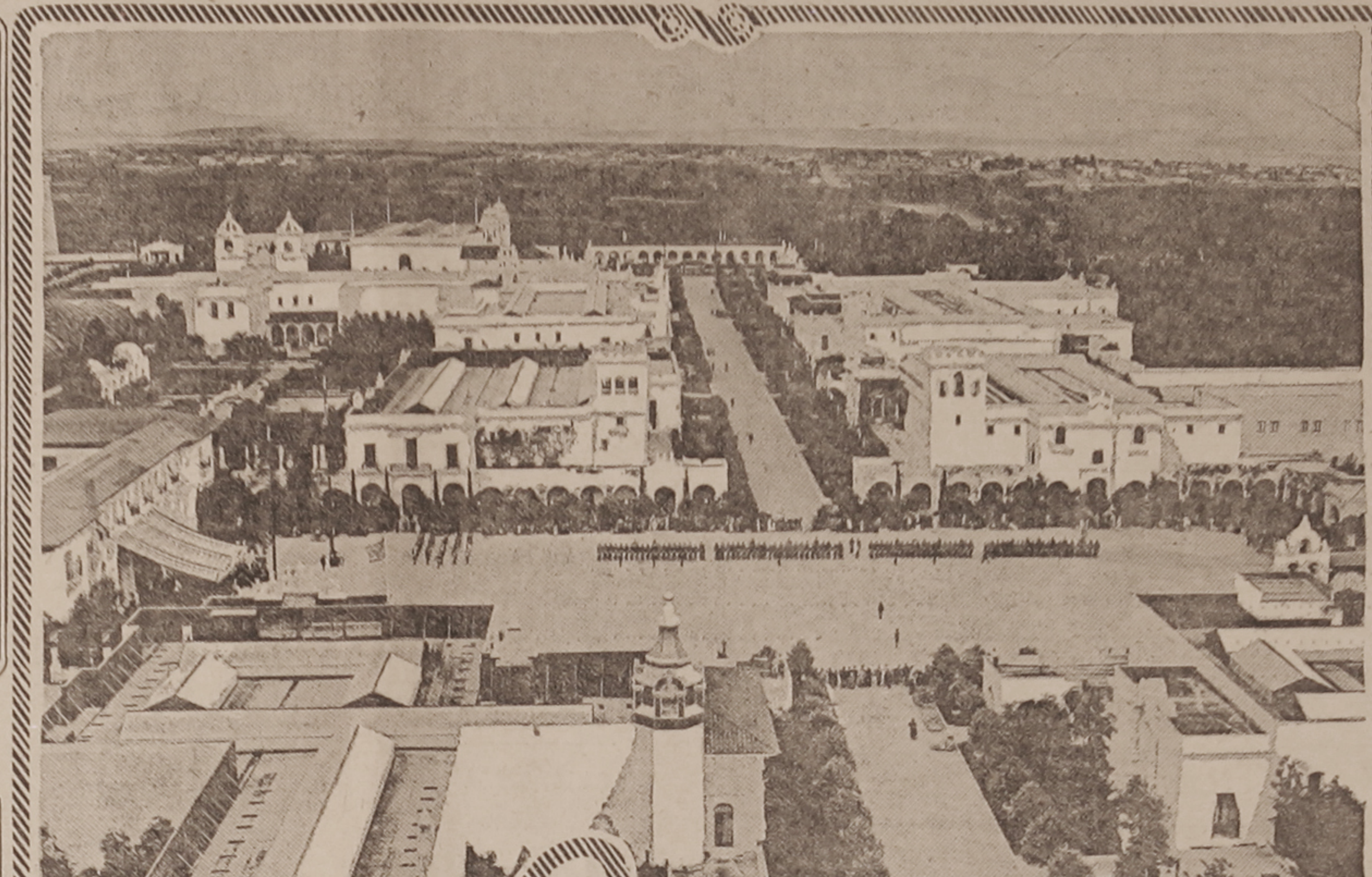
Tamed Pigeons on Plaza de Panama



Marines on Puente de Cabrillo



Mrs. Schuman-Heink singing at night from Organ Pavilion



View of Exposition from California Bldg. Tower



Entrance to Isthmus



Pigeons in the Plaza de Panama



In the Hawaiian Village

growth of heavy foliage typical of the southwestern corner of the United States. Nor have many sections of the country the remarkably beautiful scenery which surrounds the Harbor of the Sun.

In years past world's fairs have followed the Greek and Roman styles of architecture; and when San Diego Exposition officials learned that San Francisco was to build a world's fair of the generally accepted detail of construction, and every detail blends into every other detail with such perfection that there is not a jarring note. The ensemble is as wonderful a picture as one would imagine could exist in fairyland.

Salt Lake Telegram:

The arrangements for the comfort and convenience of visitors to the Exposition are as nearly perfect as human ingenuity could devise, and the setting for the fair is a scene of bewildering beauty.

The trees and shrubbery, the formal gardens—the whole landscape effect appears as though it had been growing for ages," he said. "The people of San Diego began their plans for the Exposition in ample time to perfect the landscape

in a most marvelous manner. Great trees, transplanted after decades of growth, shade the building and afford many restful views. The shrubbery and all other growing things are in their prime, and make the Exposition look, not like a hastily constructed show place, but like some great and ancient estate.

The Spanish colonial architectural scheme is carried out into the last detail of construction, and every detail blends into every other detail with such perfection that there is not a jarring note. The ensemble is as wonderful a picture as one would imagine could exist in fairyland.

Detroit News:

Those who contemplate a trip to the coast this summer to take in "the fair" should get clearly in their minds that there are two fairs in California.

There is the Panama-Pacific International Exposition at San Francisco and there is the Panama-California Exposition at San Diego. And behind the latter there is a story of sheer bulldog grit, a typically American gameness, that cannot fail to win admiration for the people of San Diego.

San Diego is a city of 100,000 residents, including suburbs. It has within its borders men of the spirit that made the frontiersman such a figure in our history. These men

conceived the idea of an exposition to commemorate the opening of the Panama canal.

It was thought that little San Diego would quit, leaving the field to the bigger city. But she didn't. Her business men went right ahead, determined that they had started it and would finish it. They went out into the sage brush plains and canyons and built their Exposition buildings, turning the extreme lower corner of Southern California into a beautiful garden spot.

Salt Lake Tribune:

On his recent trip to the San Diego Exposition J. W. Ellingson, chief clerk of the Salt Lake Route traffic department here, noticed a big organ which, in time, may become as famous as the tabernacle organ in Salt Lake. The tabernacle organ is unique in many respects, principally on account of its construction and wonderful tone. The organ at the Exposition is unique in that it is the only outdoor organ in the world.

The organ was presented to the city of San Diego by John D. and A. B. Spreckels and will remain permanently in the park after the close of the Exposition. The instrument represents an expenditure of \$25,000 and the building and peristyle, \$100,000. It has 498 pipes, four keyboards and a movable console which

makes it possible to play the instrument from any place in the building or peristyle.

Providence Bulletin:

San Diego, the southwestern land's end port of the country, is so much smaller than the California metropolis that its financing of a rival Exposition is a plucky undertaking, especially considering the fact that the national government has extended no aid.

San Diego is the first port in the United States that one comes to in voyaging northward from the Panama canal and it banks on this fact and on the facility for stopping off there on the way to San Francisco, seeing the fair and continuing the journey north either by sea or land. San Diego is justified in the earlier opening of its Exposition by the climatic charm of such low latitudes in midwinter. It has certain advantages, too, in the blossoming orange and other fruit trees and its wealth of flowers in perpetual bloom, which add to the beauty of walks and drives and all the surroundings of the city and Exposition.

New York Music Courier:

To the Musical Courier: I have heard music of various kinds at the Panama-Pacific Exposition, at San Francisco; I have allowed the beauty of the buildings of that fair to

impress me as best they could; I have stood on the steps of the Greek Theatre at Berkeley and forgot that I was living in the twentieth century; forgot that across the blue oceans the nations of Europe were warring with one another and were neglecting music, art and all that is beautiful; I have stood during the last few weeks on many a rose leaf strewn spot in Riverside and Redlands, and I have envied the people who could breathe the exquisite scent of the orange groves, and I have gazed at the wonders of the Sierra Madre, but nothing I have ever seen, perhaps in the world, has impressed me so deeply, has enthralled me and taken hold of me so completely as the sheer beauty of the organ and its surroundings at the Panama-California Exposition at San Diego.

When I had the privilege later to discuss the matter with Dr. Stewart, the organist, he confided to me the fact that not only the organ, but its surroundings, had been generously donated by John D. Spreckels, and later Dr. Stewart told me that even his salary was paid by Mr. Spreckels, so that to this philanthropic music lover and not to the Exposition authorities, belongs the credit of one of the grandest creations ever devoted to the service of St. Cecilia. It is truly a privilege to have seen and heard this organ, and I am glad to say that Dr. Stewart feels this way about it, and so do

the people of San Diego.—Music Lover.

Denver Post:

I shall not attempt a description of the architectural beauty of the several buildings, except, indeed, to say that the dominant note is distinctly Spanish, yet varied and ornate enough to almost bewilder the beholder when, from some point of vantage he obtains a view of the whole, or wanders through the city beautiful paying the tribute of his silent admiration to one building after another and finding it difficult to determine which one he admires most. The exhibits consist largely of California products, although there are others, and are so tastefully, in fact, so artistically arranged as to be quite as interesting as the buildings which contain them.

From the majestic bridge of seven arches that spans the Canon Cabrillo, one of the noblest views I have ever seen in any country can be obtained. Over the side parapet one looks down the winding canyon, over the roofs of the city of San Diego, into the land-locked harbor and across to the strand of Coronado, to the marine and aviation camps on North Island, and to the rugged outline of Point Loma, with the brilliant guns of Fort Rosecrans. Along the outline of the Coronado islands, to the distant horizon, and beyond, of course, stretches the Pacific ocean. Over the other parapet or the bridge and beyond the canyon as it winds its way through fertile valleys of oranges and olive and grape, lie the foothills of the snow-capped Sierras and the tablelands of old Mexico, views worth traveling far to see.

NEWSPAPERS LAUD SUN CITY FAIR

cific ocean. Over the other parapet or the bridge and beyond the canyon as it winds its way through fertile valleys of oranges and olive and grape, lie the foothills of the snow-capped Sierras and the tablelands of old Mexico, views worth traveling far to see.

Goodwin's Salt Lake Weekly:

The pigeons of the canopies and cornices overlooking the Plaza de Panama at the San Diego Exposition have now become so tame that many of the colony of 2000 will feed from the hands and shoulders of casual visitors as well as the Spanish boy who has been training them. The sight of the thick covers sweeping down from the flower-covered walls is singularly like that at St. Mark's in Venice. The gorgeous peacocks which strut over the lawns in Las Huertas de Montezuma and the pepper grove, overlooking the Canyon Espanol and the ocean, are fairly tame, and even the myriad goldfish in La Laguna de las Flores and the smaller languitas of the botanical gardens have been trained to rally at the sound of a song which announces the arrival of dinner time.

Christian Science Monitor:

As the visitor to the San Diego Exposition passes over the long approach to the white-walled city, he sees his dreams of castles in Spain at last come true. As in Spain the lightness and brilliancy of Arab fancy overflows the intenser and often somber Spanish imagination, so a complex chord is struck at the very entrance to the new Spanish city. The stately pile of the California building, the wall and the gateway are dominated by the glittering color of the tiled dome, the Moorish mosaic, and the bronze ornament of the tower. Indeed in the glorious sunshine of California they seem to have even the striking color of the Far East, until it would seem as if at this oldest American port on the Pacific Coast there at last became West and the two have met, in spite of Kipling.

CONTINUE FAIR DEMAND FROM SOUTHLAND

San Diego Heeds Call of California That Exposition Run Second Year.

With the opening of the Panama-California Exposition today for another year, the San Diego Fair becomes international in scope. What was during 1915 an Exposition to illustrate primarily what can be accomplished in Southern California will become a World's Fair, with exhibits from all parts of the United States and the principal countries of Europe.

This was made possible through the subscription of patriotic Californians who believe there are thousands of easterners who did not see the Fair in 1915, who would see it in 1916 if it was continued another year. The closing of the Panama-Pacific International Exposition at San Francisco in December made it possible to secure foreign exhibits. The governments of the various nations were glad to have an opportunity of showing their exhibits an additional year.

Los Angeles, San Francisco and San Diego are the only cities in Southern California that are solidly behind San Diego in its 1916 effort. It will be the first time in history that an Exposition has continued continuously for two years. A number of the states who exhibited at San Diego in 1915 will continue their exhibits through 1916. As they have all erected buildings they have only to install additional exhibits. Counties of California will continue their splendid exhibits of California products and California manufactured goods.

Talk of the continuation of the Panama-California Exposition began several weeks before the close of 1915. Seldom has that which has seemed a fancy ten concrete shape more quickly. Los Angeles, Salt Lake City, Denver and other cities, realizing the tremendous good which resulted from the 1915 Fair, were quick to suggest the continuation and a willingness to contribute to the venture. In but a few days time \$150,000, half in cash, was raised in Los Angeles. Supervisors of the various California counties became busy and subscribed amounts sufficient to continue their exhibits. The matter was then up to San Diego and \$50,000 was raised by these loyal boosters who had in the beginning made the venture possible. A new Exposition company was organized, articles of incorporation were filed with the secretary of state, a charter granted, a board of directors elected, and the first representative men of San Diego and Los Angeles, elected. Committees were sent to San Francisco to solicit foreign exhibits and they met with great success. For a time it seemed there would be more exhibits than there were buildings to house them. It may be that several additional structures will yet have to be erected. Events moved quickly after talk of the continuation began and today the Panama-California Exposition begins the second year of its existence. "Bigger, better, brighter than ever," to use the expression of the late P. T. Barnum.

On the day of the closing of the Panama-Pacific International Exposition, President G. A. Davidson announced the continuation of the Panama-California Exposition and Associated Press wires and those of the International News Service and the United Press carried the word all over the world.

That 1916 will bring more people to Southern California than in 1915 is generally predicted.

TOTAL CAPITAL OF ALL THE BANKS

BANK OF COMMERCE and TRUST COMPANY

COMMERCIAL, SAVINGS, TRUST and BOND DEPARTMENTS

Condensed Statement at Close of Business October 16, 1915

Loans	\$2,083,302.99	Capital	\$ 500,000.00
Bonds	956,522.06	Surplus	275,000.00
Fixtures00	Undivided Profits	18,042.82
Coronado Branch Building	32,000.00		
CASH AND EXCHANGE	1,115,203.06	DEPOSITS	3,393,985.29
	\$4,187,028.11		\$4,187,028.11

Julius Wangenheim, President

Milton H. Epstein, Cashier

S. W. CORNER FIFTH AND E STREETS, SAN DIEGO, CAL.

Merchants National Bank

GRANGER BLOCK—FIFTH AND BROADWAY

Capital - - - - - \$100,000.00
Surplus (all earned) 500,000.00
Undivided Profits 90,000.00

Your attention is called to the SURPLUS AND UNDIVIDED PROFITS of this Bank. This represents the total profits that have been earned since the bank started in business, which have not been distributed in dividends to its stockholders. It is the fund accumulated and set aside for your protection. Your attention is especially called to the fact that this fund is the LARGEST held by any banking institution in the city of San Diego.

SAFE DEPOSIT
BOXES, \$2.00
AND UP.
TRAVELERS'
CHECKS.
DOMESTIC
EXCHANGE.
FOREIGN
EXCHANGE.



THE FOUNDATION
OF HAVING
IS
SYSTEMATIC
SAVING.
START A
SAVINGS
ACCOUNT
TODAY.

FIFTH AND E STREETS

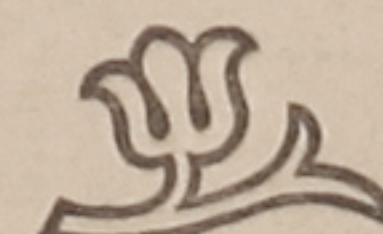
W. S. DORLAND, President.

L. A. BLOCHMAN, Vice President.
O. E. DARNALL, Cashier.

SAM FERRY SMITH, Vice President.
P. C. KELLY, Asst. Cashier.

Savings Department Open Saturday Evenings
6:30 to 8:00 P. M.

Members
of the
Clearing House
Association



AMERICAN NATIONAL BANK



OUR MODERN FIREPROOF HOME,
N. E. CORNER FIFTH AND
BROADWAY

UNIVERSITY AVENUE BANK

COMMERCIAL SAVINGS

SAN DIEGO, CAL.

Capital \$50,000.00 Surplus \$12,000.00
Deposits \$350,000.00

This Bank has been established eight years at the corner of Sixth and University Avenue and it has been a successful, progressive bank from the time it opened its doors.

Chas. T. Chandler, Pres.

Wm. E. Otis, Vice Pres.

Edward G. Otis, Cashier.

The Marine National Bank

OF SAN DIEGO
Fifth Street, Between Broadway and E.

Extends Best Wishes to You for a Happy and
Prosperous New Year

YOUR ACCOUNT, LARGE OR SMALL, IS SOLICITED.
3% AND 4% INTEREST PAID ON TERM DEPOSITS.
DOMESTIC AND FOREIGN EXCHANGE
ESCROW DEPARTMENT.

SAFE DEPOSIT BOXES

OFFICERS AND DIRECTORS

G. W. FISHBURN, President.

F. A. GARETSON, Vice President.

B. P. CHENEY.

WILLARD P. FISHBURN, Asst. Cashier.

C. H. WAGNER.

J. E. FISHBURN.

BANKS OF SAN DIEGO \$4,085,439.94

WE wish to express to our many patrons our grateful appreciation of the friendship and good will which we have enjoyed in the past, and to hope with all sincerity that their coming year may be filled with PEACE, PROSPERITY and HAPPINESS.

DIRECTORS

A. H. SWEET,
C. L. WILLIAMS,
J. PERRY LEWIS,
F. R. BURNHAM,
W. M. CROUSE,
R. M. POWERS.



OFFICERS

M. T. GILMORE, President.
J. W. SEFTON, JR., Vice Pres.
E. M. BARBER, Cashier.
C. L. REED, Asst. Cashier.
D. N. MILLAN, Asst. Cashier.

FIRST NATIONAL BANK

OLDEST BANK IN SAN DIEGO

UNITED STATES DEPOSITARY

CONDENSED STATEMENT AT CLOSE OF BUSINESS
NOVEMBER 10, 1915.

RESOURCES		LIABILITIES	
Loans	\$2,148,411.45	Capital Stock	\$ 150,000.00
U. S. Bonds and Premiums	190,000.00	Surplus (Earned)	150,000.00
Other Bonds	160,708.67	Undivided Profits (Earned)	102,611.84
Banking House	100,000.00	Circulation	150,000.00
Other Real Estate	9,470.33		
Stock in Federal Reserve Bank	9,000.00		
CASH AND EXCHANGE	918,219.50	DEPOSITS	2,983,198.11
Total	\$3,535,809.95	Total	\$3,535,809.95

OFFICERS

D. F. GARRETTSON, President.
F. W. JACKSON, Vice President.
F. J. BELCHER, JR., Cashier.
R. H. GUNNIS, Assistant Cashier.
W. B. WHITCOMB, Assistant Cashier.

NATIONAL BANK

Banking Service

Since its organization this strong, conservative Bank has kept pace with the wonderful development of San Diego. Under the supervision of directors who actually direct, coupled with an efficient staff in all departments, it is possible to offer patrons every facility compatible with good banking principles.

We shall take pleasure in meeting or corresponding with those who contemplate making a change or opening new accounts.

Safe Deposit Department
Steamship and Tourist
Department

Total Resources Over
\$2,000,000.00

OFFICERS:

J. W. Sefton, Jr., President.
C. L. Williams, Vice Pres.
L. J. Rice, Cashier.
L. I. Irwin, Vice Pres.
T. C. Hammond, Asst. Cashier.

Members
of the
Clearing House
Association



The Southern Trust and Savings Bank

Combining, as it does, all the features of a
COMMERCIAL BANK,
SAVINGS BANK AND
TRUST COMPANY

under one roof, and under one management, is equipped to meet the requirements of the most exacting banking public.

CAPITAL\$ 350,000.00
DEPOSITS (Nov. 15, 1915) 2,450,989.02
RESOURCES 2,979,431.99

OFFICERS

G. A. Davidson, President.
Philip Morse, Vice President.
E. O. Hodge, Cashier.
L. G. Bradley, Asst. Cashier.
James Martin, Trust Officer
W. H. Bradley, Manager La Jolla Branch.

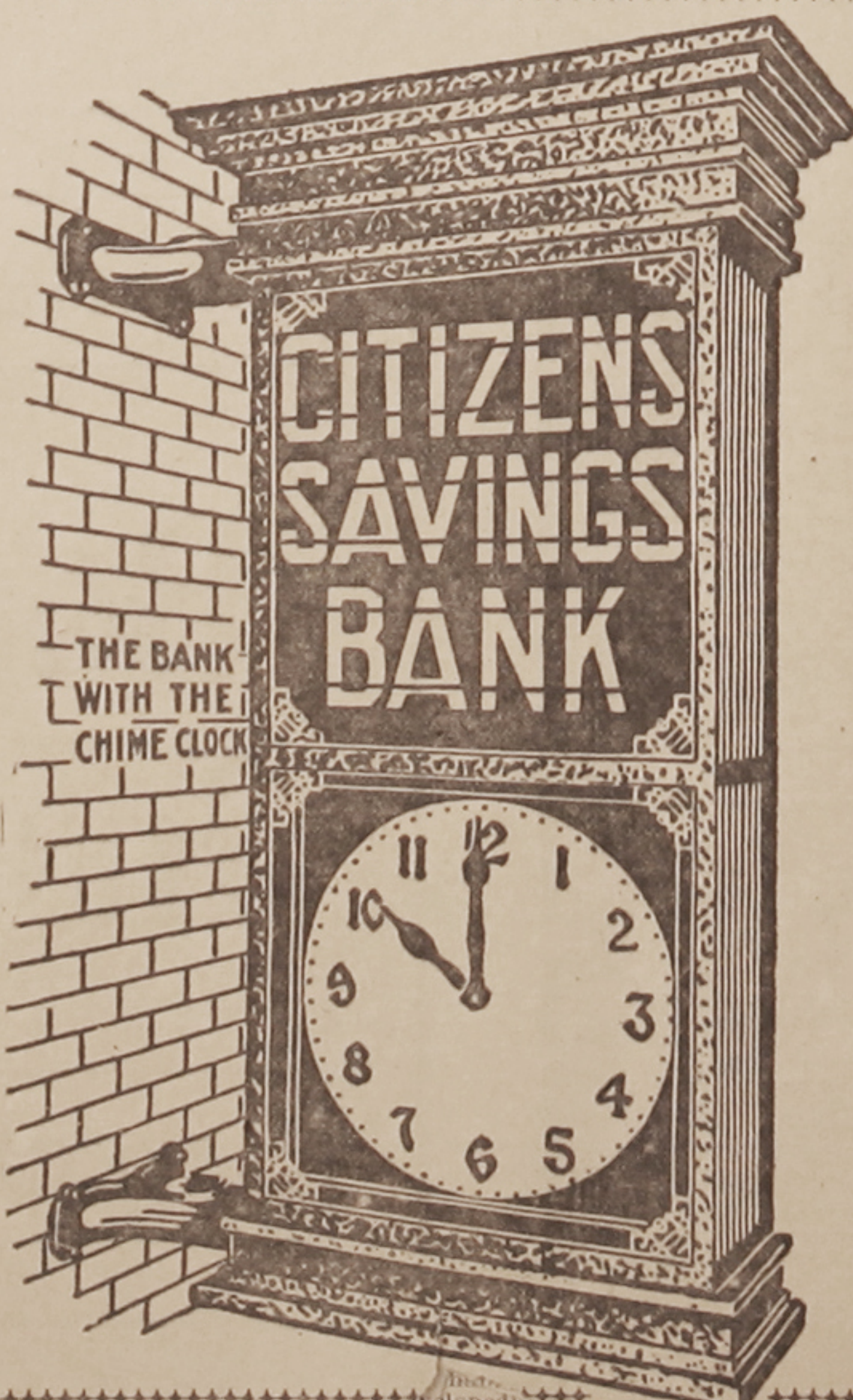
U. S. Grant Hotel Building,
Home of
SOUTHERN TRUST AND SAVINGS BANK
"The Departmental Bank."

The chimes of our clock
will please you.

Our personal service will
please you.

We invite your business.

CITIZENS SAVINGS
BANK
OF SAN DIEGO



UNITED STATES NATIONAL BANK

BROADWAY AT SECOND SAN DIEGO, CALIF.

Announces Its Policy and Standards Under Its New Organization

Security

Service

Co-operation

Courteous Treatment

SECURITY is of course the first consideration. The conduct of a National Bank's affairs is regulated by Government rules along well defined lines required by Government authority—eliminating risk—insuring absolute safety.

WE OFFER a banking service of the highest character. This bank, with its strong organization, will prove a valuable connection to any business house or individual. Our own wide connections reach any point with which you may have business. It is an unvarying policy of this bank to render a service that is uniformly courteous and efficient in the highest degree.

CO-OPERATION is a feature to which; and it is our policy to serve our depositors with liberality tempered with the soundest judgment—to extend favors and assistance consistent with judicious banking principles.

"COURTEOUS Treatment to All" is more than a mere phrase at this bank—it is a first principle. You will find that the "personal element" is a real factor in the conduct of this institution, and our organization is such that you will receive the direct personal attention of the bank's officials. An account will be appreciated irrespective of its size; this institution is YOUR bank, whether you have a small amount to deposit or a large one. We pay three and four per cent interest on term accounts.

We invite you to call and discuss your banking problems with us, and become acquainted with the new personnel of the

United States National Bank

FRANK G. SPALDING, President. A. REYNOLDS, JR., Cashier

★ ★ UNITED STATES DEPOSITARY ★ ★

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Farmers' Implement and Vehicle Supply House

LYONS IMPLEMENT CO.

Dealers in

IMPLEMENTS and VEHICLES

STUDEBAKER CARRIAGES AND WAGONS

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Oliver Plows, Osborn Mowers, I. H. C. Engines, Imperial Plows, McCormick Mowers, Road Machinery, Cultivators, Deering Mowers, Auto Trucks, Poultry and Stock Fence.

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of San Diego

Wholesale Grocers
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San Diego, Cal.

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MEZZANINE FLOOR

Every Instrument Used is Sterilized

ONLY EXPERT ASSISTANTS EMPLOYED!

Home Phone 1297

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Miss A. M. Rainford
THE FLOWER SHOP

1115 Fourth Street

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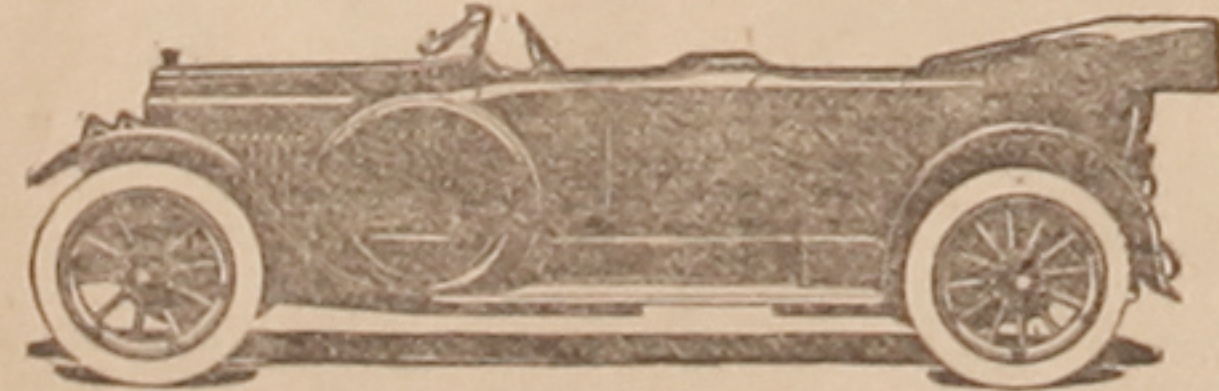
Main 1113

MRS. M. K. SIMPSON'S
CIRCULATING LIBRARY AND CARD SHOP
Stationery and Novelties

Main 1113 —

524 B Street.

White Motor Cars and Trucks



The aim in building White Cars is to satisfy those who demand an uncompromised standard of quality and to meet every requirement of the ultra-discriminating taste. The White reputation for mechanical merit is as old as the automobile industry itself, and before that, for half a century, the name White has stood for mechanical excellence.

McBRIDE & MASTERSON, San Diego Agents.

CENTRAL GARAGE, 1041 Columbia St.
Day and Night Service.

Autocar Commercial Car

BUILT TO LAST A LIFETIME!

3000 lbs. Capacity Guaranteed Two Tons
For Business Expansion

M. S. BULKLEY & CO.,
831 Second Street.

Map Showing in Striking Way Strategic Advantages of San Diego and Its Relation to Other Sections as a Commercial Port.



STATE NORMAL'S EDUCATIONAL FACILITIES ADVANCE RAPIDLY

By EDWARD L. HARDY,
President State Normal School.

Since the last annual review of the history and development of the local state normal school was made, the legislature of the state has made biennial appropriations based upon the budget submitted by the trustees of the school and upon the recommendations of the state board of control, as follows:

Support and maintenance of the normal school, \$112,050; support and maintenance of the training school, \$21,760; for improvement of buildings, \$14,000; for improvement of grounds, \$5,000; for furniture and equipment, \$10,000; making a total of \$153,820.

The appropriations for the preceding biennium, ending July 1, 1915, aggregated \$125,100, or \$28,720 less than the appropriation for the current biennium.

The more noteworthy additions to the school's equipment made during the past year include a shop for work in sheet metals and shops for the course in farm mechanics, which includes forging, concrete and cement mixing and moulding. A first class motion picture machine for educational work has been installed in the auditorium. Extensive repairs and improvements in the buildings, including the overhauling of the heating plant and the installation of the new cloth-filled open window ventilation in the training school, have been made.

Grounds improvements contemplated include extension of the water system to the north campus, extension of the lawn and an open-air gymnasium, with a canvas roof or sun-shield.

Following are the enrollment statistics:

Academic year 1911-1912, 245; academic year 1912-1913, 274; academic year 1913-1914, 322; academic year 1914-1915, 339, showing a gain in four years of 88 per cent. on an estimated enrollment for 1915-1916 of 370.

Training Schools

On the professional side, the most important development will be found in the reorganizing of the training school along the lines of a plan which was adopted by the faculty at a meeting held at the close of last school year.

This reorganization is explained in a report recently made by Miss Miriam A. Beasley, director of the training school, as follows: "In the reorganization of the training school this year, there has been no attempt to introduce a new method of school teaching aimed to point out to the weary teacher or discouraged parent precisely how the education of children should be carried on. It is merely an effort to apply the 'divine spark of common sense' to the teaching of children in our public schools and to show what really happens when a school starts out to practice some of the theories which have been lauded as the soundest and best ever since Plato's day—instead of laying the regular studies—reading, writing, arithmetic, language, arithmetic, history, geography, one-fourth special activities, such as music, drawing, manual training and nature study; and one-fourth to play. In the higher grades, five to eight included, one-half the time is given to the regular studies, and approximately three-eighths to special activities, and one-eighth to play and athletics.

Tried in Other Sections

"Experimental schools along this line may be found in various parts of our country—Fairhope, Alabama, to Gary, Indiana, and from Bryn Mawr elementary school to that at Columbia, Mo. And to such as these the normal training school has turned for light on its problem of reorganization.

"Present day education demands that there be play and manual work as well as the three R's. Hence the basis of the program is the proper division of the working day which will meet these demands.

"For example, the time of the primary school, grades one to four inclusive, is divided as follows: "One-half of the time is given to the regular studies—reading, writing, arithmetic, language, arithmetic, history, geography, one-fourth special activities, such as music, drawing, manual training and nature study; and one-fourth to play. In the higher grades, five to eight included, one-half the time is given to the regular studies, and approximately three-eighths to special activities, and one-eighth to play and athletics.

"Some of the rooms are to be fitted up as studios, laboratories, shops and assembly rooms because special activities can be carried on to better advantage there than in the regular type of classroom. And because these same special activities are different for the boys and girls of the upper grades, the sexes are segregated in their regular studies also.

"One must not have the idea that the rooms designated studios, laboratories, etc., are already fitted up for the use of the children. Far from it. The preparation by the school of material for its own particular use is the motive for all special activities.

"The child's instinct for play is satisfied through organized games, toy making, and other construction based on the play motive. The curriculum is further vitalized by making play and construction the motive for the more serious work of language, spelling, and writing.

Field Work Important

"Mr. Skilling's successful work in gardening, floriculture, citrus fruit growing, and the preparation by the school of material for its own particular use is the motive for all special activities.

"Excursions and field trips will be the basis for geography, nature study, iron, sheet metal, and concrete will be added to the wood work shop.

"It must be noticed that half of each working day is given to the so-called three R's. And in order that they be more thoroughly taught and with less waste of a child's time and energy, the best and most modern methods are being used. The pupils' progress is tested frequently by the use of standard tests in arithmetic, writing, spelling, reading and language.

"No opportunity is overlooked for finding a motive for all the above work in the special work which is absorbing the children at any particular time.

"For example, a part of the eighth grade arithmetic has been the planning and the calculation of the cost of constructing an armory, saving pool which they are very anxious to see a part of the school property and are more than willing to help in making.

Legislative Changes

Important legislation affecting the state normal schools was adopted at the recent session of the legislature. The old joint board of normal school trustees, consisting of delegates from the local boards of trustees of the several normal schools, has been abolished and all of the normal schools, for purposes of increased efficiency and correlation of work, have been placed under the general educational control, as to courses of study, admission of students of the State Board of Education.

The state normal school model and training schools, in which normal school students do their practice teaching and which were formerly supported in whole or in part by the cities in which they were located, are now state schools and are supported by direct legislative appropriation. This change in method of support, however, does not necessarily mean separation and isolation of the state normal schools from the elementary school system of the state, since another piece of new legislation entitles a normal school student to senior status to what is known as the "preliminary elementary certificate," which permits her to teach as a subordinate or "cadet" teacher in the public schools of the state and thus to gain the practical, school and Saturday classes.

STATE SOCIETIES PERFORM VALIANT SERVICES BOOSTING WONDERS OF GOLDEN WEST

By MISS JEAN B. COOPER,
Secretary Federation of State Societies.

On May 11, 1911, in the grill of the U. S. Grant Hotel, the Federation of State Societies was organized. The following officers were present:

Minnesota, North and South Dakota, Oregon, California, New England, Massachusetts, O. Thompson, Amy Vincent, C. A. Whitmore and J. W. Watson; Illinois, Mrs. E. W. Feakin and Miss Mable Garfield; New York, Allen H. Wright and Mrs. C. W. Coburn; Iowa, George F. Mahler; Kansas, A. G. Stacey and Mrs. H. S. Coward; Pennsylvania, A. E. Elser and J. F. Warren, John L. Elser and S. W. Bell; Colorado, Mrs. J. A. Reed and George T. Rogers; Kentucky, E. L. Hieatt; Maine, F. B. Groves and T. M. Russell; Michigan, D. F. Glidden, James McArthur and Mrs. McKechnie; Arizona, F. W. Downs.

An elaborate banquet the discussion of a permanent organization to be known as the Federation of State Societies was discussed, and a constitution and by-laws were drawn up. The purpose of the organization was to obtain useful information for the benefit of all state societies, to enable them to meet the purpose for which they have been formed; to promote sociability, good fellowship, fraternity, patriotism and good government and to advance the interests of the state in which they are located; to keep alive and preserve the tender memories, the ties and friendship of the old home state and make it the personal duty of the members to let their friends at home know the good things which they are missing by not coming to San Diego.

Each state society has five delegates, which delegates have the right to vote and make rules for the federation. They meet once a month to carry on the business of the organization.

Before the Panama-California Exposition opened, the federation sent thousands of letters back East to their friends and home town papers, and thousands of people who have visited the Exposition in the past year came as a result of this circular letter.

When the federation organized, there were ten states represented; today there are forty-four. All but ten of these are affiliated with the federation and the smaller ones soon will be.

The following states are affiliated at the present time: Alaska, Caledonian, California, Canadian, Colorado, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Maine, Massachusetts, Michigan, Missouri, Minnesota, Montana, Nebraska, New Jersey, New Mexico, New York, North Dakota, Ohio, Oregon, Pennsylvania, Scottish Social.

first-hand contact with the public school room; conditions so much needed.

To supplement this legislation, provision should be made for a model rural training school of the consolidated school type, to be located in the country near a suburban railway line, but in the midst of typical rural conditions. Pending some provision for adequate rural school training the normal school is making use of an "ungraded" room located on its campus and upon a limited number of assignments of students to near-by rural schools for cadet teaching.

While the greatest present need of the normal school is to be found in the demand for better facilities for the training of rural school teachers, the institution will not be rendering its full service to the state until it finds ways and means for meeting the demands of teachers in service for continued professional work and development. For these teachers the school should supply correspondence courses, summer sessions work of a solid professional character and, perhaps, evening school and Saturday classes.

HAGE'S CREAMERY HAS EXCEPTIONAL FACILITIES

Reputation For Having Only the Purest and Best, Earned By Over 24 Years of Giving Good Values and Service.

Hage's Special Fresh Butter and Hage's Special Fresh Cottage Cheese Said to Be Pure and Quality Products.

Twenty-four years ago Mr. W. B. Hage started the splendid business that today bears his name, achieving a success that has been due to untiring work and a determination to give the very best of service. Hage's Creamery today is a credit to the city of San Diego and is regarded as one of the representative concerns of Southern California. The story of the beginning and growth of the business is an interesting one, and shows what can be done by hard work and plenty of it.

It was in 1891 that Mr. W. B. Hage started a milk route in San Diego. He had only one wagon and a single horse. After some years he combined with another dealer and the business was conducted as a partnership for five years. All this time the business was growing, and when Mr. Hage took over the interest of his partner he had the nucleus of a promising business. True, there had been discouragements and setbacks. But this did not daunt the rising young business man.

Gradually the business of Mr. Hage grew until in 1906 he started in a wholesale way. At that time he began furnishing milk to small dealers and had a capacity of about one hundred pounds of butter daily. Before this he had confined his efforts to the retailing of milk. As the business grew, however, it expanded and soon Mr. Hage was adding wholesale territory. Gradually, also, the facilities of the plant were increased. Fifteen years ago Hage's Creamery was making 100 pounds of butter daily; today it has a capacity of 5000 pounds.

Ten years ago Mr. Hage became impressed with the possibilities in San Diego's dairy country. Backing up his belief, he adopted a novel and liberal policy of supplying modern dairymen with equipment to back country ranchers and allowing them to pay for it on easy terms. This has made it possible to develop the dairy industry out in the county in a section that was formerly given over to the raising of grain. Besides giving Mr. Hage an additional source of supply, his liberal policy has also made him a host of friends among the ranchers.

Hage's Creamery has been built along substantial lines and shows the achievement of a quarter of a century. From the first it has striven to succeed by giving good values and efficient service. Today the name of "Hage's" is a household word in San Diego county and is synonymous with what is best and purest. Consumers and dealers alike know that the products of Hage's Creamery have an established reputation for purity and quality.

Hage's Special Fresh Butter is sold in practically every grocery store in this section. Most of the best ingredients, under conditions most sanitary, it cannot be equalled and has the added advantage of being, anyway uniform in texture. Hage's Special Fresh Cottage Cheese is a product that is growing in popularity. It is the result of years of cost experimenting and combines a healthful food and a delicious dessert. It is combined with the "Bacillus Bulgaricus," which Professor Metchnikoff, sub-director of the Pasteur Institute, found to be responsible for the longevity of the Bulgarians.

Hage's Creamery, in order that the consumer might have economical and yet tasty ways of preparing Hage's Special Cottage Cheese, made arrangements with Prof. T. Wyman, a well-known culinary expert, to write a recipe book full of valuable information. This book is entitled "Tasty Dishes," and so great has been the demand for it that it was found necessary to get out a second edition. No charge is made for this book of recipes and anyone interested may obtain a copy by writing or calling at Hage's Creamery, 701 Fifth Street.

Hage's Special Fresh Cottage Cheese is put up in sanitary paper containers and has been placed on sale generally. Because it is so conveniently packed it is popular with tourists who are stopping in apartment houses, as well as with San Diegans. It is understood that plans are being considered for the enlarging of Hage's Creamery. These plans, it is understood, call for extensive improvements, which are made necessary by expanding business. Already the delivery system has been augmented by modern auto trucks.

In years it is a long haul back to 1891 when Mr. W. B. Hage started in business in San Diego. But to a busy man time passes quickly, and especially to one who has achieved what Mr. Hage has.

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Spreckels Building

CITY LANDS HELP EFFICIENT STREET RAILWAY HANDLES EXPOSITION CROWDS SAN DIEGO LURES MANY FAMOUS VISITORS

"CLOVER LEAF TRIP" TOUCHES ALL FAMOUS SCENIC POINTS

SOLVE LABOR PROBLEM
Pueblo Farm, Once Barren, Now Covered With Rich Forest

ROADS INCREASE VALUE

La Jolla to Del Mar Mesa Coast Beauty Spot of County

By MAX WATSON,
Supervisor Pueblo Lands.

Anyone who has looked at a map of San Diego has no doubt wondered why the city limits should extend for twenty-two miles up the coast and be five miles wide, taking in thousands of acres that apparently have nothing to do with the city proper.

To find an answer for this we must go back to the days when San Diego was the Pueblo of San Diego under the Mexican rule. In those early days it was the custom of each little pueblo or town to have a certain amount of land adjacent to the settlement reserved for common use as agricultural land by the people of the town. These lands were known as "pueblo lands," as they belonged to the "pueblo" through common usage.

Therefore, when California became a state, a hearing was held in San Diego by the government to determine what the proper common usage by the people of the town was properly "pueblo land" and belonged to the town of San Diego. At this hearing the inhabitants testified that they had used the Chollas valley on the south and east, certain portions of the Mission valley on the east and the Sorrento valley on the north. So when the map of the Pueblo of San Diego was made the boundaries ran from the mouth of the Sorrento valley on the north along the north side of the valley and then southeast across the mesa to the upper end of the Chollas valley, down the Chollas valley to the bay of San Diego, across the bay to a point on the Coronado strand east of the present location of Tent City, from there to the end of Point Loma and then up the coast to the mouth of Sorrento valley. Later on the map was changed so as to eliminate the Coronado and North islands. The thousands of acres that were taken in with these valleys were purely incidental to their possession. At the time of this hearing the town proper was located at Old Town, so that all of the land within the city limits, including the present site of the city, was Pueblo land.

City Attains Title
As time passed and the place grew, most of the land south of the San Diego river was either sold or given to the city. In time the river were also disposed of so all that remained in later years was 6800 acres of mesa land north of the San Diego river. In time the term "Pueblo Land" referred only to this land, which is still the case. The main portion of the 6800 acres is located in the extreme northern part of the city along the coast. Most of it is rather level mesa land of about 400-foot elevation covered with a heavy growth of chaparral.

For many years no attention was paid to the Pueblo Lands, and they were used for grazing purposes by neighboring cattlemen. In 1908, however, when the city charter was revised a clause was inserted through the efforts of a few men who realized what the land might be worth. This clause meant to the city, which exempted all pueblo lands from sale until 1930 and imposed a special tax of two cents per acre for improvement of this land. No action was taken until November, 1910, when a pueblo forester was appointed to take charge of the improvement of the pueblo lands. The idea first in mind was the creation of a municipal forest, so after the establishment of a farm headquarters on the mesa about three miles north of La Jolla, a grove of 40,000 eucalyptus trees was planted as a beginning. Later on the work was extended to road building, clearing land, the installation of a water system, and all forms of general improvement of the land.

Many Acres Cleared
This work has continued from that time until over 600 acres of land has been cleared and put under cultivation, 200,000 trees have been set out in groves and parks and along the roads, miles of road have been built on the mesa and down the canyons and a water system covering a great part of the land installed, with other improvements too numerous to mention.

During the spring of 1912 a camp was opened for giving work to the unemployed of the city in the development of the land. These men were given fifty cents per day and board and limited in most cases to ten days' work. They were employed mostly in road building, tree planting and land clearing. Since that time the handling of the unemployed has become a rather important factor of the work of the farm. Hundreds of men have been given a few days' work and a great deal of help given in this way. The amount of work accomplished by this labor has more than covered the cost so that it has in no sense been a matter of charity.

The ultimate use of this land should be through leasing to private parties in small tracts. At present the drawback to this is the lack of a sufficient water supply for irrigation purposes. It will only be a matter of a short time before such a supply is secured and then all of this land will become of great value to the city. The effort of the Pueblo Farm has not been directed toward the actual production of revenue. This was not the purpose for which the pueblo land improvement fund was created. The increase in the value of the land through this improvement was the only form of revenue at present. The work has been directed toward clearing the land and making it accessible by roads.

This land is an inheritance which the city can pass on and which some day will become of great value. The location of the main portion on the mesa between La Jolla and Del Mar cannot be surpassed for beauty by any place on the coast.

The citizens of San Diego may be thankful that some of our early citizens had agricultural instincts.

New Safety Car to Be Feature of Proposed New Service

"Preparedness" was the watchword of the management of the San Diego Electric Railway Company in anticipating the rush of travel during Exposition year. The result was that the arrangements made for transporting people to and from the Exposition, as well as to the numerous places of interest in and about the city of San Diego, most of which are directly on the lines of the electric railway were little less than perfect.

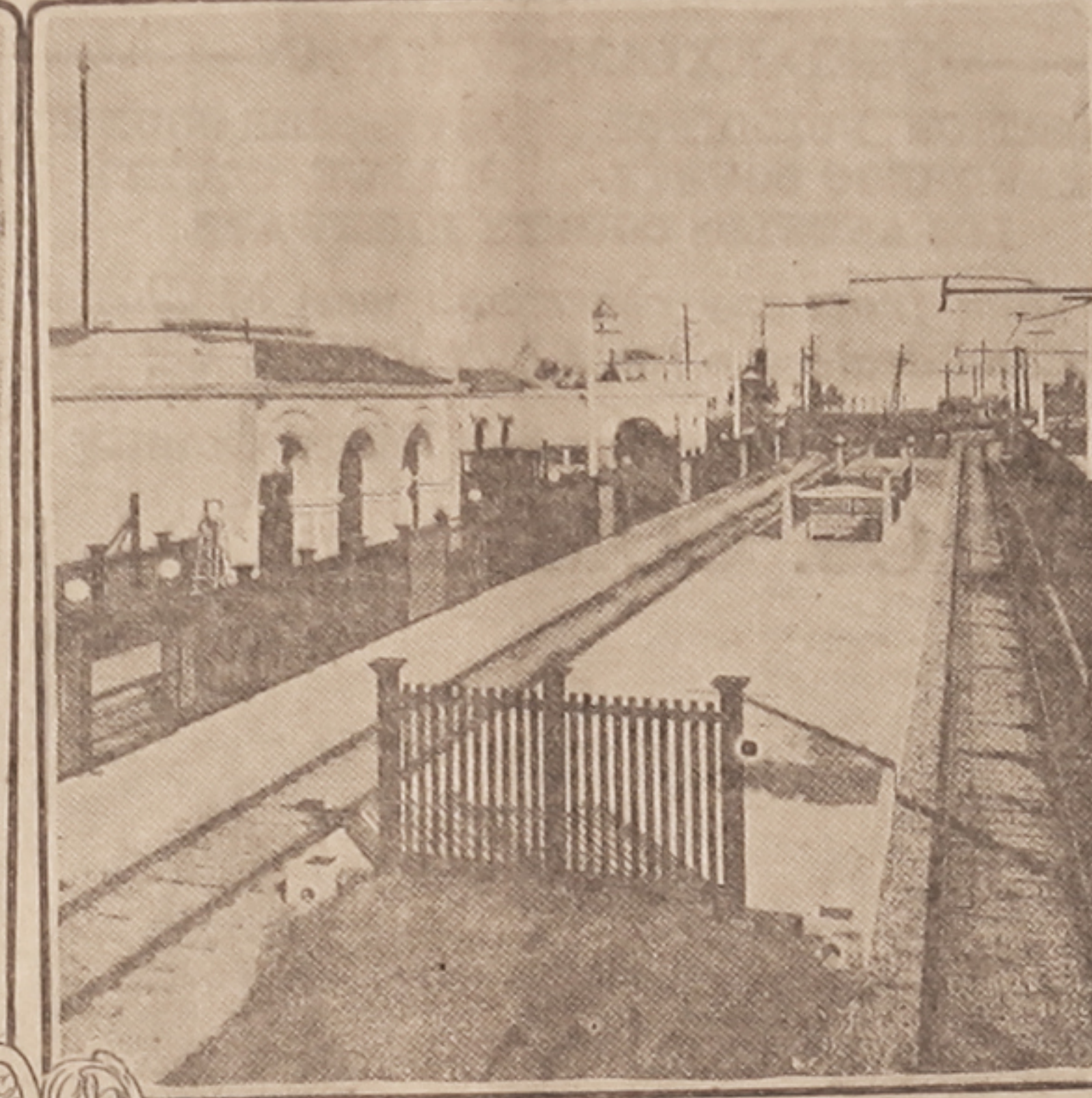
Just prior to 1915 the company constructed a line running on Twelfth street from F street to the main entrance of the Exposition. This double track was 1.5 miles long, and at the same time it served to complete a loop set by the company's air line, by running on B, Third and F streets, so that in a few minutes ride passengers near any of the four



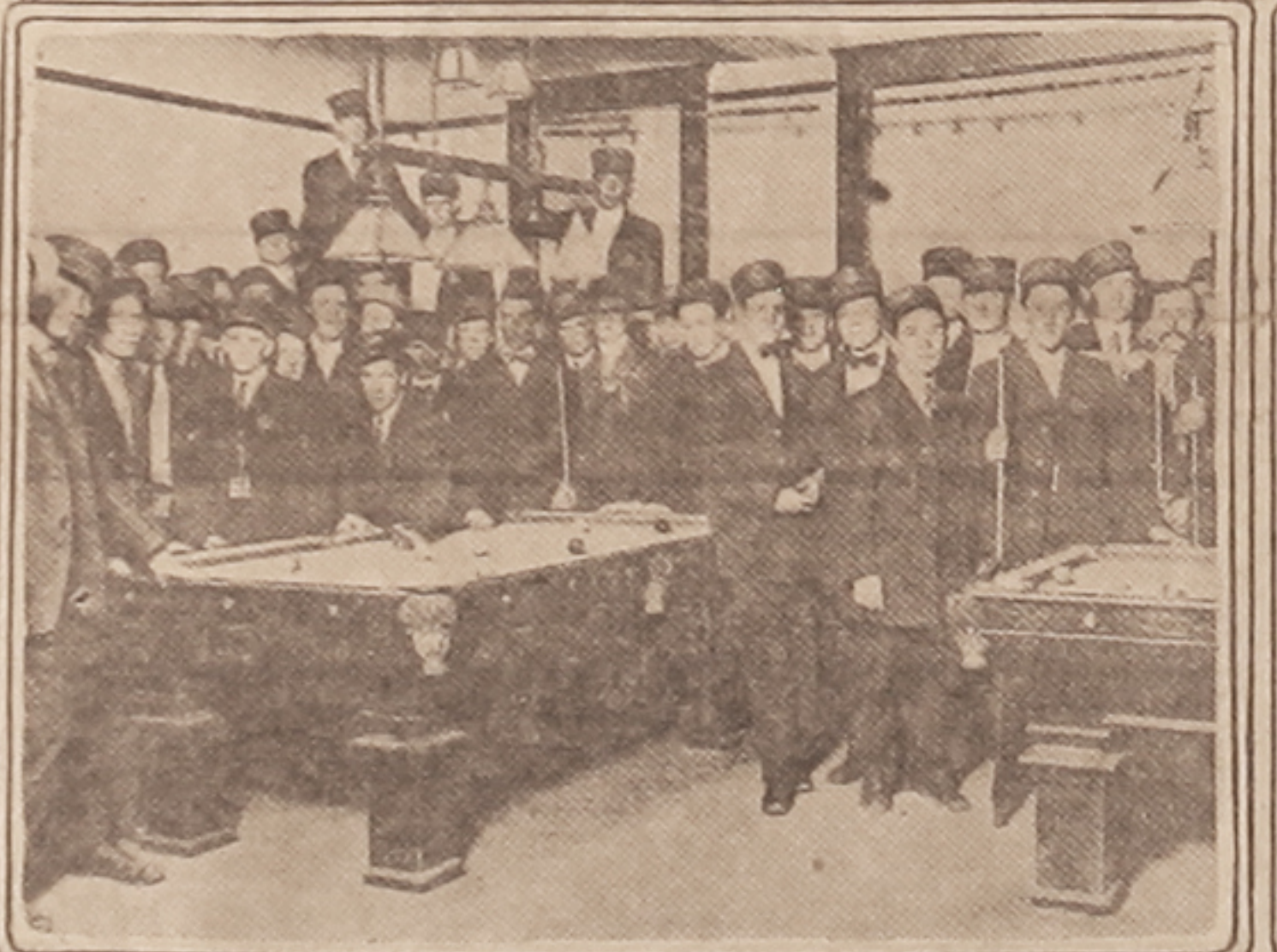
Type of Car in general use in San Diego



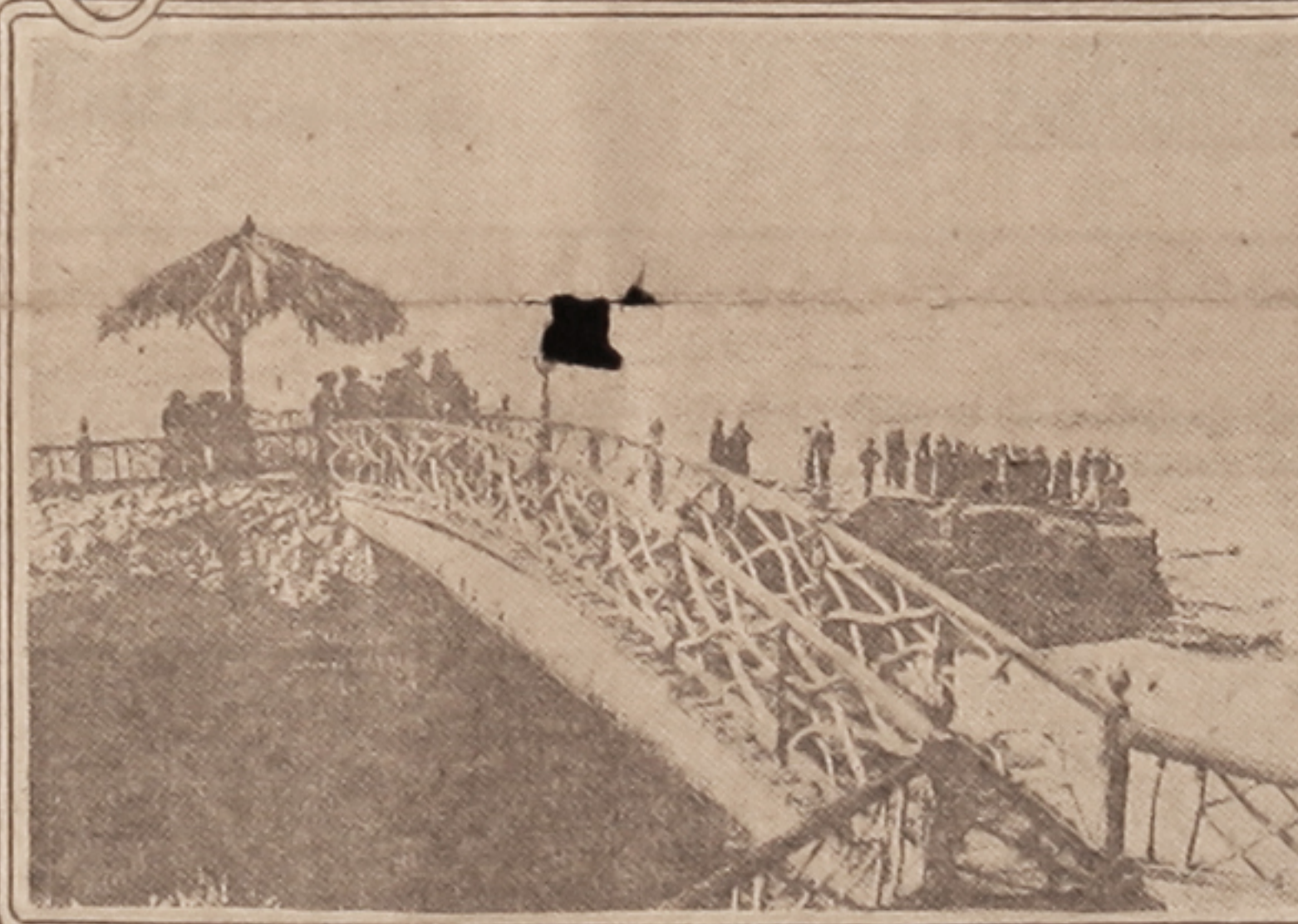
Information Booth maintained by S. D. Electric Ry. Co.



Exposition Terminal



Portion of Ry. Men's Club Rooms



Sunset Cliffs on Clover Leaf Trip

streets could reach the Exposition main entrance by taking a car in either direction on the loop.

This work cost \$45,000, and the Exposition terminal, \$20,000. Arrangements of terminal facilities proved to be absolutely prevent congestion of traffic or confusion no matter how large the crowds were nor how quickly the two car trains followed each other into the grounds. Passengers alighting from either of the two lines, routes seven or eleven, walk downstairs from either of the two unloading platforms, under the departure tracks and return to the original level after passing through turnstile exits, the latter being used to prevent improper entrance to grounds of the Exposition. Passengers entering the cars by way of the single loading platform of 2000-passenger capacity pass right into the waiting cars without delay and are back in the heart of the city in about six minutes. Not a single accident occurred at this terminal during the entire year and a large portion of the Exposition travel was handled over routes seven and eleven to the main entrance, although the Exposition was served in addition by routes one, three and five.

Sight-Seeing Tours

A condition that has been appreciated by most of San Diego's visitors was the ease and comfort in which sightseeing tours covering San Diego and suburbs were accomplished via electric lines. Practically the only important places of interest not touched by the excellent system of trolley lines was Point Loma. This was overcome about the middle of last year by the inauguration of what was termed "The Clover Leaf Trip." These trips commence by electric car from Fourth and Broadway at 9:40 a. m. and 2:40 p. m. to Ocean Beach, making direct connection there with large sightseeing autos for Sunset Cliffs, Theosophical grounds, Bonington monument, wireless station, Point Loma and Roseville. At Roseville a transfer is made to a new light rail trip across the bay to San Diego via the Aviation camp, North Island. The entire expense of this combination trip is \$1.00.

With this addition to the service, the system is complete and considered from every standpoint to be today one of the finest electric railway plants in America. Visiting railroad men from every part of the United States during the past year have testified not only to the superior character of the equipment but to the efficiency and uniformity of the platform men. As the entire system was prepared to quickly and comfortably carry the Exposition crowds flocking into San Diego, so was each car man prepared to assist in many cases become victims of the charms of our delightful country, and become permanent residents.

much toward justifying the pride that local people exhibit in the street car system.

Car System Praised

The following is a copy of an interesting article from the Trolleyman, a magazine published by H. G. Lane in this city.

"OUR RAILROAD SYSTEM."

"The street car company of San Diego occupies a singular position in the history of the city. Most communities owe their existence and prosperity to local industries. San Diego, however, owes its prosperity chiefly to the magnitude and excellence of its urban and suburban transportation interests.

"A skeptical individual might take exception to this statement, and say that the magnitude of the street railroad is due to the prosperity of the city, but such is not the case. San Diego is the cause, not the effect, in this premise. "Our city has been developed to its present size and charm by the trolley cars that enable one to travel to a bungalow miles from the business center in an incredibly short space of time. The capital and power invested in this enterprise is so huge that it behooves everyone living here to appreciate that in a dependent more or less on the street car companies. Our city is certainly liberally advertised in the daily papers, magazines and trade publications, and our beautiful climate, its desirability for permanent location, or for a winter's sojourn, is not to be compared in reality with the enthusiasm and satisfied views expressed by our tourists.

"These same tourists, who in a majority of cases become our permanent citizens, gain their first impressions from a street car window and in consequence we are advertised and owe much of our prosperity to the street car.

"The far-seeing gentlemen of the powers that be do not wait, as is so frequently done in other cities, to allow a community to become established and after numerous petitions from the people, finally will grace consent to put in an improved car service. Our local companies long ago foresaw the advantage of building their roads far out in the suburbs, and were confident that where the roads would build thriving communities. They also realized that the tourists who pour in here year by year would in many cases become victims of the charms of our delightful country, and become permanent residents.

"The street railway man is one of the most important residents here. Municipally he is the largest wage-earner in the city, and one whom merchants and tradesmen can ill afford to overlook, and take into consideration his temperate habits, manly appearance, and encyclopedic stock of information which he cheerfully imparts, we are more

than glad to give him the credit that is rightfully due him for what he does to help make San Diego the most desirable city on the coast."

"One Man Car"

One of the most interesting topics taken up at the convention of the American Electric Railway Transportation and Traffic Association last October was that of the "one man car." It was found that in many cities one-man cars are operated exclusively and in others on lines running in zones of light traffic.

The success of this new department has already been noticed in the ready acceptance of employees in every branch of the service. Employees suggesting any new methods or ideas which are successfully adopted and the company or companies benefited, will receive due recognition.

Physical Examinations

Physical fitness for the particular branch of work in which men are employed is another feature which is being given special attention. Physical examinations have long been required of applicants for the position of motormen and conductors. This requirement has now been extended to all departments. Applicants are required to pay for their examinations the sum of \$1.50. If the examination discloses the fact that such person is not in satisfactory physical condition, the examining fee will be borne by the company.

The following letter to the public is published below at the suggestion of the members of the Accident Fund Conference Committee of the San Diego Electric Railway Company.

"As the year 1915 has drawn to a close and another committee will be chosen, the present committee wishes to extend to the public and also to the street railway officials and all employees who have given us their hearty co-operation, our sincere appreciation of their support in the interest of safety.

"It has been our constant aim to prevent accidents and we have at all times put forth our best effort to that end, and that the results have been very gratifying, we feel is largely due to the cooperation we have received in this movement.

"The campaign for safety is one of mutual benefit to the public, the railway company and its employees, and we earnestly solicit your continued support in the work. "Again thanking you, we beg to remain, Yours for safety, "A. J. Santee, W. Z. Allen, R. Kendall, H. H. Hughes, B. W. Pauley, Committee."

service which are given careful consideration by a committee appointed for that purpose. The success of this new department has already been noticed in the ready acceptance of employees in every branch of the service. Employees suggesting any new methods or ideas which are successfully adopted and the company or companies benefited, will receive due recognition.

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ESTABLISH COTTON MILLS

California cotton has been on the export list from almost its first season in the Imperial valley, most of it going to Japan. That country and China are anxious to take all of that valuable lint which the lands of the rich inland valley can produce, but it is only a question of a few years until California will realize the higher economy of exporting finished materials rather than raw products, and will establish cotton mills of her own.

Prominent Men and Women Delighted With Charm Of Dream City.

(Continued from Page 1)

Madame Ernestine Schumann-Heink, Prima Donna.
Admiral T. B. Howard, former Commander of Pacific Fleet.
William Randolph Hearst, Head of Hearst Syndicate, San Francisco.
Joseph Howell, Congressman from Utah.
John W. Hayes, Secretary of National Typographical Union.
R. B. Hall, Vice-President, Panama-Pacific International Exposition.
Charles F. Hamlin, Chairman, Board of Governors of Federal Reserve.
Dr. George W. Hoglan, Secretary National American Insurance Union.
Hiram Johnson, Governor of California.
Andrew A. Jones, Assistant Secretary of the Interior.
John B. Kendrick, Governor of Wyoming.
John W. Kern, Senator from Indiana.
Franklin K. Lane, Secretary of the Interior.
Charles Lieb, Congressman from Indiana.
Nicholas Longworth, Congressman from Ohio.
Charles F. Lummis, Secretary of Southwest Society.
James M. Lynch, Labor Commissioner of New York.
Sigmund Lubin, Lubin Manufacturing Company.
Hon. Seth Low, former Mayor of New York.
Ernest Lister, Governor of Washington.
Senator Henry Lane, Portland, Oregon.
John Jacob Lentz, Chief Governor of Missouri.
Elliott W. Major, Governor of Missouri.
William C. McDonald, Governor of New Mexico.
Thomas R. Marshall, Vice President, United States.
Porter J. McCumber, Senator from North Dakota.
William Gibbs McAdoo, Secretary of the Treasury.
Sir Alfred Mosely, London, England.
Marcus M. Marks, President of Borough of Manhattan.
Charles C. Moore, President, Panama-Pacific International Exposition.
Norman E. Mack, Chairman, National Democratic Committee.
Madame Montessori, Educator, Italy.
Miss Anne Morgan, New York.
Miss Elizabeth Murray.
Maharaja of Kapurthala, India.
Consul-General Y. Numana, Japan.
James G. Mac, Congressman from Illinois.
Commander Nor Japan.
George T. Oliver, Senator from Pennsylvania.
Lucius E. Pinkham, Governor of Hawaii.
James D. Phelan, Senator from California.
William Phillips, Assistant Secretary of State.
Samuel M. Ralston, Governor of Indiana.
Theodore Roosevelt.
Franklin D. Roosevelt, Assistant Secretary of the Navy.
Charles H. Randall, Publisher.
James Rolph, Jr., Mayor of San Francisco.
Friend W. Richardson, State Treasurer of California.
Colonel H. P. Rucker.
John M. Slaton, former Governor of Georgia.
William Spry, Governor of Utah.
H. C. Stuart, Governor of Virginia.
William J. Stone, Senator from Missouri.
S. M. Sparkman, Congressman from Florida.
C. M. Stedman, Congressman from North Carolina.
R. M. Switzer, Congressman from Ohio.
Charles M. Schwab, Bethlehem Steel Co.
L. M. Shaw, former Secretary of Treasury.
Reed Smoot, Senator from Utah.
Count and Countess del Valle de Salazar, Spain.
C. E. Sebastian, Mayor, Los Angeles.
Billy Sunday, Evangelist.
William A. Alden Smith, Senator from Michigan.
William Spruille, President, Southern Pacific Railroad.
Jack W. Schiff, Financier.
William Howard Taft, Ex-President.
William Hale Thompson, Mayor of Chicago.
Chester W. Thompson.
Colonel Ralph E. Twitchell, New Mexico.
Wade Warren Thayer, Exposition Commissioner from Honolulu.
John K. Tenner, former Governor Pennsylvania, President National Baseball League.
Admiral Baron Sotakihi Uru, Japan.
Charles S. Whitman, Governor of New York.
John W. Weeks, Senator from Massachusetts.
William Rauchup Wilson, Secretary of Labor.
Harold Bell Wright, Author.
William Woodhead, President, Associated Ad Clubs of World and Business Manager Sunset Magazine, Judge and Mrs. Simon Wolf, Washington, D. C.
Governor Willis, Ohio.
John D. Works, Senator from California.
M. E. Ihmsen, Publisher.
Senator Theodore E. Burton, Ohio.
Elizabeth Towne, Publisher of the Nautilus.
Mrs. Potter Palmer, Chicago.
Miss M. Carey Thomas, President Bryn-Mawr College.
General George W. Goethals.
Thomas A. Edison.
Henry Ford.
Boles Penrose, Senator from Pennsylvania.

BEES HONEY, ORANGES

At a recent meeting of the California Beekeepers' Association it was estimated that the honey produced in California will have an annual valuation of \$50,000,000. In Riverside county alone, it is estimated that there is a question of \$500,000 in orange-honey due to the lack of bees. Citrus growers are commencing to realize the benefit of a few stands of bees in their groves and are placing them in safe places. One small apiary in an orange grove produced 235 pounds of honey to the hive.

One apiary containing 1000 stands of bees realized over seventy tons of honey.

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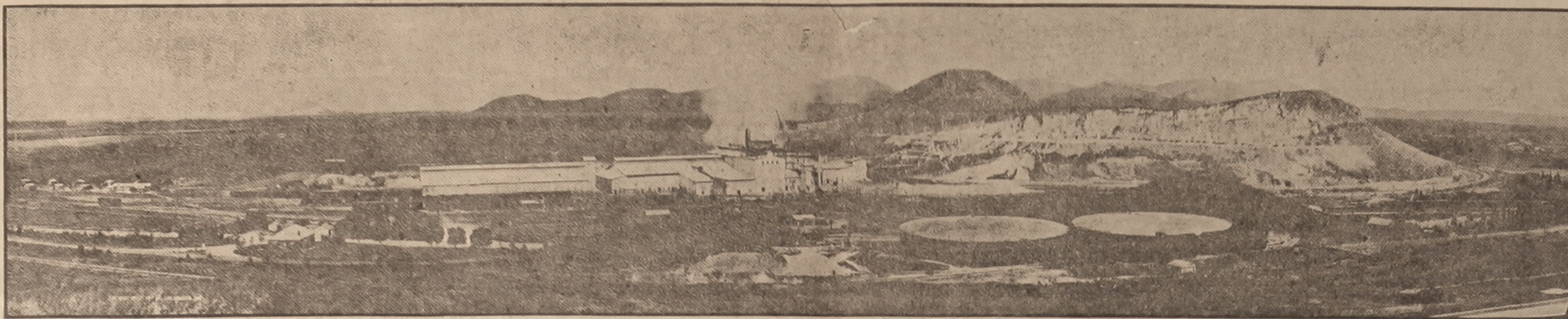
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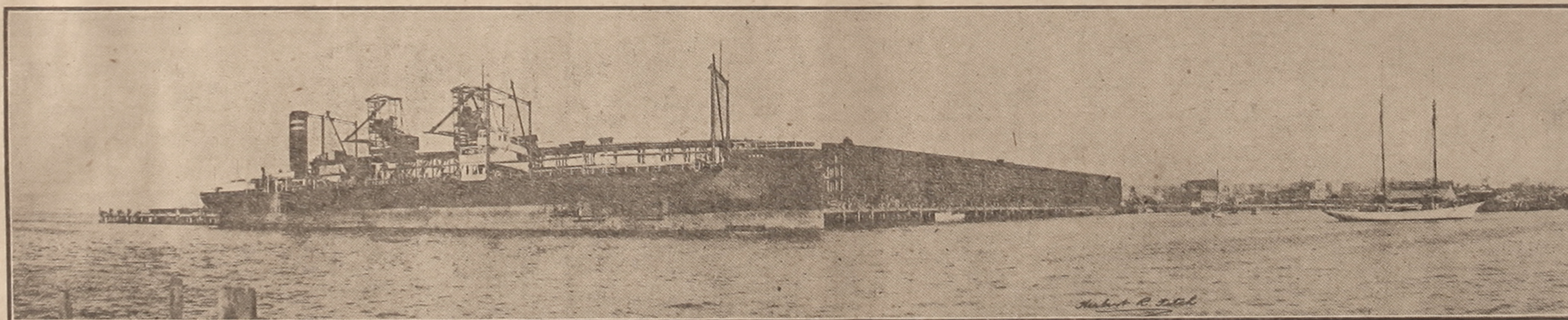
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Durham 96 Hour Washed Foundry Coke
Durham By-Product Foundry Coke
from Georgia

Smithing Coal Consolidation Coal Co.'s Genuine
George's Creek from Maryland.

Pig Iron Sloss Sheffield Steel and Iron
Co.'s Pig Iron from Alabama.